

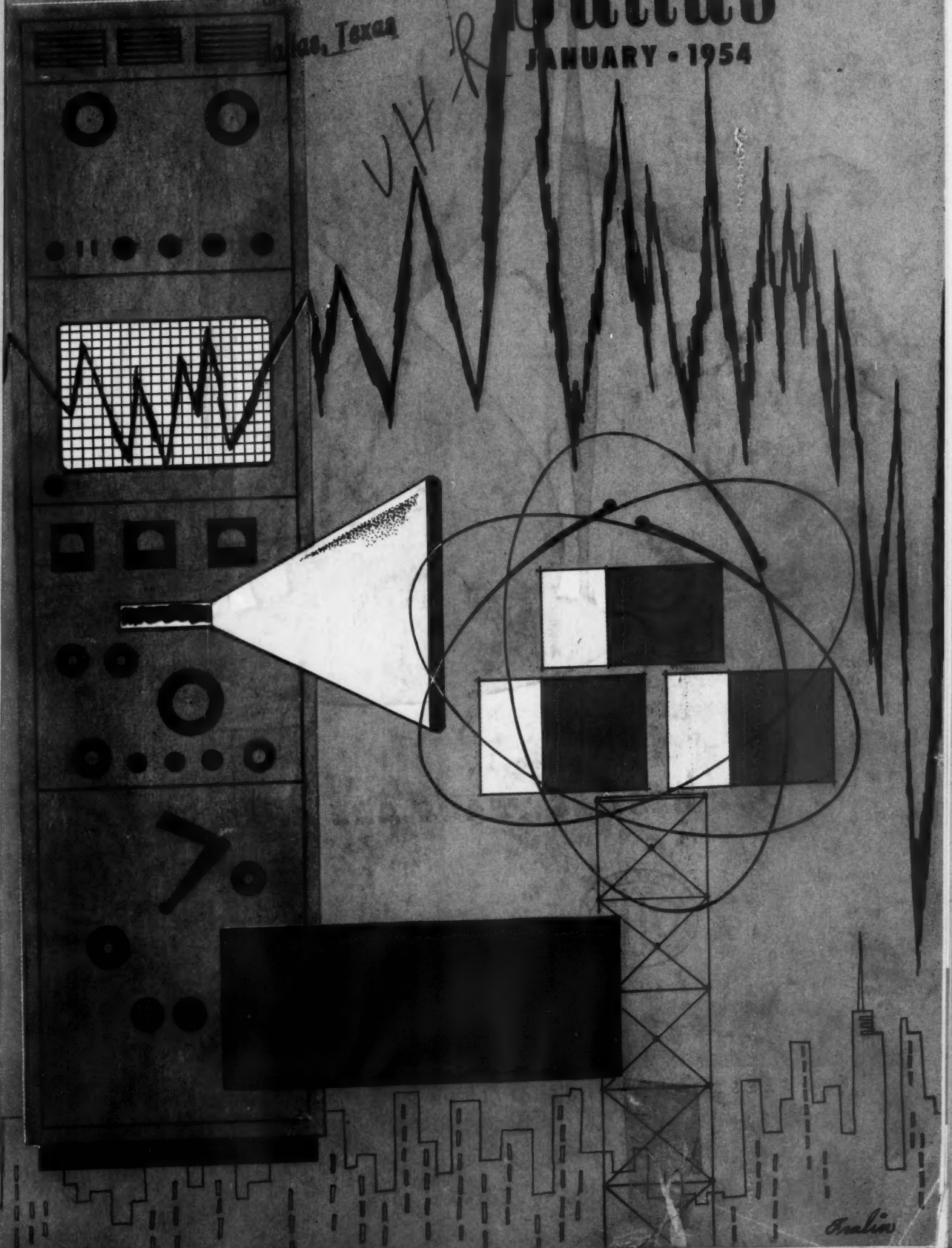
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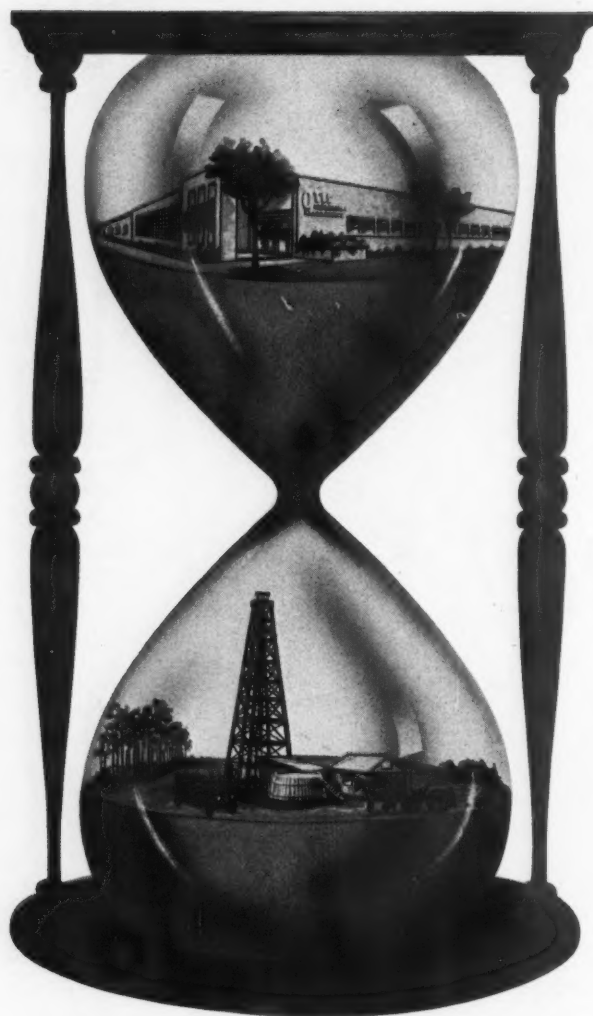
JAN 28 1954

Dallas, Texas

# Dallas

JANUARY • 1954





**OUR BEST 25 YEARS ARE AHEAD OF US....**



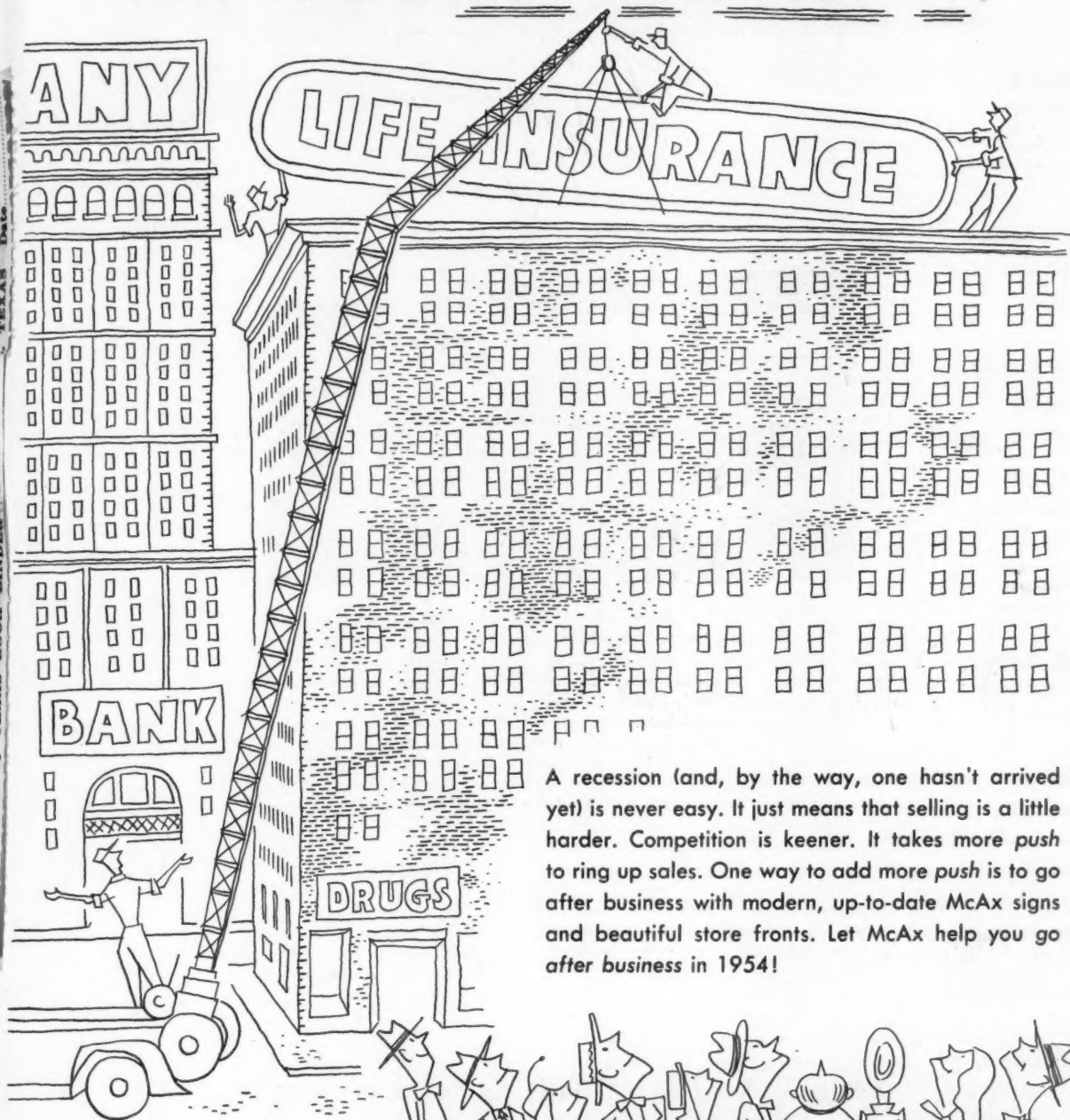
**OTIS PRESSURE CONTROL, INC.**

*Our Silver Anniversary*

*and Otis*  
PROGRESS MADE THE OIL INDUSTRY <sup>^</sup> WHAT IT IS TODAY

Bound by TEXAS BOOK BINDERY

**THERE'LL ALWAYS BE BUSINESS  
FOR THOSE WHO GO AFTER IT!**



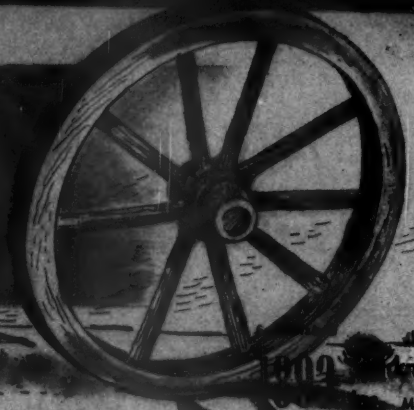
A recession (and, by the way, one hasn't arrived yet) is never easy. It just means that selling is a little harder. Competition is keener. It takes more *push* to ring up sales. One way to add more *push* is to go after business with modern, up-to-date McAx signs and beautiful store fronts. Let McAx help you go *after business* in 1954!



**ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS**



# BUSINESS PIONEERS



- 1869** Padgett Bros. Company  
Leather Goods—Wholesale and Retail
- 1872** Dallas Railway & Terminal Co.  
Street Railway
- 1872** Huey & Philp Company  
Wholesale
- 1875** Dallas Transfer & Term. Whse. Co.  
Warehousing, Transportation, and Distribution
- 1878** National Bank of Commerce  
Banking
- 1884** The Dorsey Company  
Printers—Lithographers  
Stationers—Office Furniture
- 1889** Austin Brothers Steel Co.  
Steel for Structures of Every Kind
- 1889** J. W. Lindsley & Company  
Real Estate and Insurance
- 1896** Briggs-Weaver Machinery Co.  
Industrial Machinery and Supplies



WOMEN'S hats of the period packed almost as much air-lift as the wings of the "flimsy crate", shown in the above photograph, in which Harry Weddington flew at the State Fair of Texas in 1910. Pilots of that period were credited with successful flights if they took their ship off and landed without cracking up—and navigation was literally based on the "seat of the pilot's pants." Seven years before this event, George Smith, who had been a detective sergeant in the Dallas Police Department, resigned and founded the Smith Detective Agency and Nightwatch Service. Manpower was the basic feature of this pioneer organization and lightning communication was achieved by telephone and telegraph. In 1926 the first air mail plane took off from Love Field to mark Dallas' start in commercial air transportation. During the intervening years—the airplane has acquired supersonic speeds and complicated electronic equipment provides all-weather navigation for pilots and ground installations. The same years have mechanized the business of the Smith Detective Agency until today—manpower is definitely secondary in fire and theft protection. The firm is now managed by George A. Smith, a graduate electrical engineer, and its operation is based on installations of highly sensitive and technical electronic devices which provide protection for major business and defense installations in Dallas and throughout the nation.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

- 1893** Fleming & Sons, Inc.  
Manufacturers—Papers and Paper Products
- 1900** The Murray Co. of Texas, Inc.  
Carver Cotton Gin Division  
Boston Gear Works Division  
Industrial Supply Division
- 1900** John Deere Plow Company  
Agricultural Implements
- 1904** T. A. Mendenhall & Sons  
Insurance Managers—Fire—Casualty
- 1903** Smith's Detective Agency  
Burglar Alarm, Fire Alarm, Radio Patrol, Etc.
- 1910** Moore & Realtors  
Industrial and Commercial Leases and Sales
- 1911** W. W. Overton & Co.  
Food Products
- 1912** Stewart Office Supply Company  
Stationers—Office Outfitters
- 1914** Texas Employers Insurance Association  
Workmen's Compensation Insurance





# Dallas

HORACE AINSWORTH . . . . . Editor  
 THOMAS J. McHALE . . . . . Advertising Manager  
 DANA WARE . . . . . Editorial Assistant  
 RITA GOODBERLET . . . . . Advertising Assistant

Member, Society of Associated Industrial  
 Editors; International Council of Industrial  
 Editors.

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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### COMING NEXT MONTH

February's DALLAS reviews industrial and residential construction in the city in 1953. A construction time-table, giving the approximate completion dates of the major construction projects now underway, will give valuable "first release" information.

### DALLAS CHAMBER OF COMMERCE

OFFICERS	DIRECTORS	Business Manager—
President	JAMES W. ASTON	Sam Tobolowsky
JEROME K. CROSSMAN	LEO F. CORRIGAN	Cashier—Velma Boswell
	FRED DETWEILER	Conventions—Z. E. Black
	R. R. GILBERT	Foreign Trade—Roy Jenkins
	S. M. GLADNEY	Highway—Tom E. Huffman
Vice Presidents	STANLEY MARCUS	Industrial—
AUSTIN F. ALLEN	JUSTIN S. MCCARTY	Thomas W. Finney
ED MAHER	JOHN E. MITCHELL, JR.	William A. Rosamond
ANGUS G. WYNNE, JR.	W. W. OVERTON, JR.	Consultants
	W. H. PIERCE	Richard B. Johnson
	LAWRENCE POLLOCK	Information—
	BEN SMITH	Pauline Foster
Vice President and	JOHN M. STEMMONS	Manufacturers and
General Manager	R. L. TAYLOR	Wholesalers: Mark Hannon
J. BEN CRITZ	J. C. TENISON	Market—Henry W. Stanley
	R. L. THORNTON, JR.	Membership—James L. Cabanis
	BEN H. WOOTEN	Publicity—
Treasurer		Horace Ainsworth
DeWITT T. RAY		Retailers—R. C. Dolbin
		Transportation—
National Councilor		Sam Goodstein
GEO. WAVERLEY BRIGGS		F. E. Rice
		Washington Office—
		Dale Miller

#### STAFF

General Manager—  
 J. Ben Critz  
 Assistant Manager—  
 Andrew W. DeShong

### Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

#### DALLAS CHAMBER OF COMMERCE

1101 Commerce Street

Telephone PR-8451

Administration . . . . .	J. Ben Critz	Highway (routes and conditions) . . . . .	Pauline Foster
Andrew W. DeShong		Connie Sherman	
Agriculture . . . . .	Z. E. Black	Highways (development) . . . . .	Tom Huffman
Athletics . . . . .	J. Ben Critz	Industrial development . . . . .	Tom Finney
Aviation . . . . .	Andrew DeShong	Industrial statistics . . . . .	Bill Rosamond
Business Manager . . . . .	Sam Tobolowsky	"Key to Buying" . . . . .	Gussie Sebastian
Business Information . . . . .	Bill Rosamond	Legislation . . . . .	J. Ben Critz
Cashier . . . . .	Velma Boswell	Manufacturing services . . . . .	M. E. Hannon
Conventions . . . . .	Z. E. Black	Market Activities . . . . .	Henry Stanley
Civic Affairs . . . . .	J. Ben Critz	Meetings . . . . .	J. Ben Critz
Dallas-Ft. Worth Metropolitan Area Committee . . . . .	J. Ben Critz	Membership . . . . .	Jim Cabanis
Dallas Magazine . . . . .		Membership Services . . . . .	Jim Cabanis
Editorial . . . . .	Horace Ainsworth	Military Affairs . . . . .	M. E. Hannon
Advertising . . . . .	T. J. McHale	Public Relations . . . . .	Horace Ainsworth
Foreign Trade . . . . .	Roy Jenkins	Retail Market . . . . .	R. C. Dolbin
		Special events . . . . .	J. Ben Critz
		Transportation . . . . .	Sam Goodstein
		Wholesale distribution . . . . .	M. E. Hannon

#### AFFILIATES

American Fashion Association . . . . .	Henry W. Stanley . . . . .	RI-5381
Dallas Fashion Center . . . . .	Virginia Shaeffer . . . . .	PR-8451
Dallas Graphic Arts Association . . . . .	Kennedy England . . . . .	RI-3985
Dallas Hotel Association . . . . .	Connie Sherman . . . . .	PR-8451
Dallas Industrial Service, Inc. . . . .	Kennedy England . . . . .	RI-3985
Dallas Interracial Association . . . . .	M. J. Norrell . . . . .	PR-8451
Dallas Junior Chamber of Commerce . . . . .	Joan Garrity . . . . .	PR-8451
Dallas Manufacturers & Wholesalers Ass'n . . . . .	M. E. Hannon . . . . .	PR-8451
Dallas Real Estate Board . . . . .	Bill Renick . . . . .	PR-5109
Dallas Retail Merchants Association . . . . .	R. C. Dolbin . . . . .	PR-8451
Southwest Local Air Service Conference . . . . .	Audy DeShong . . . . .	PR-8451
Stores Mutual Protective Association . . . . .	E. P. Carpenter . . . . .	RA-4853
United States Chamber of Commerce . . . . .		
Southwestern Division Office . . . . .	James G. Roberts . . . . .	RI-3558

Advertising rates on application. Subscription rates, \$5.00 per year. Single copies, 50 cents. Foreign, \$6.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Request permission on request. Office 1101 Commerce Street, Dallas 2, Texas. Telephone PR-8451. DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to businessmen. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.

# GROWING

## STATEMENT OF CONDITION

At the Close of Business December 31, 1953

### ASSETS

Cash on Hand and Due from Banks . . . . .	\$255,446,202.86
United States Government Obligations . . . . .	\$110,988,559.03
Public Housing Authority Obligations (Fully Guaranteed) . . . . .	12,975,830.31
State, County and Municipal Bonds . . . . .	13,373,910.48
Stock in Federal Reserve Bank . . . . .	900,000.00
Other Bonds . . . . .	219,098.00
Commodity Credit Corporation Certificates and Notes . . . . .	22,287,142.32
Loans and Discounts . . . . .	218,006,983.66
Income Accrued . . . . .	1,483,209.60
Letters of Credit and Acceptances . . . . .	3,130,333.37
Banking House and Equipment . . . . .	7,257,013.95
Other Assets . . . . .	93,864.34
	<b>\$646,162,147.92</b>

### LIABILITIES

Capital Stock . . . . .	\$15,000,000.00
Surplus Fund . . . . .	15,000,000.00
Undivided Profits . . . . .	4,897,107.54
Reserve for Contingencies . . . . .	2,802,369.60
Reserve for Taxes, Etc. . . . .	3,347,887.55
Deferred Income . . . . .	470,898.91
Letters of Credit and Acceptances . . . . .	3,130,333.37
DEPOSITS:	
Individual . . . . .	\$352,811,749.46
Banks . . . . .	234,509,119.03
U. S. Government . . . . .	14,192,682.46
	<b>\$601,513,550.95</b>
	<b>\$646,162,147.92</b>

We are humbly grateful to our many friends and customers for making possible another excellent year. We deeply appreciate your patience, loyalty and consideration while we modernize our quarters to serve you better.



Old entrance-ways to the Bank and Office Building have been replaced with modern-type glass doors which open at the touch of the hand.

78th year of dependable personal service

## NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

### DIRECTORS AND ADVISORY DIRECTORS

**NATHAN ADAMS**  
HONORARY CHAIRMAN OF THE BOARD

**GEO. M. ALBREDDGE**  
CHAIRMAN EXECUTIVE COMMITTEE

**A. M. BAILEY**  
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**HENRY C. COKE, JR.**  
COKE & COKE ATTORNEYS

**ROSSER J. COKE**  
COKE & COKE ATTORNEYS

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CHAIRMAN OF THE BOARD FIDELITY UNION LIFE INSURANCE CO.

**E. DeGOLTER**  
DeGOLTER & MacHAUGHTON

**J. T. ELLIOTT**  
ELLIOTT LUMBER CO.

**EARL FAIR**  
INVESTMENTS

**EDGAR L. FLIPPEN**  
CHAIRMAN OF THE BOARD

**M. L. FREEDMAN**  
INVESTMENTS

**W. A. GREEN, JR.**  
PRESIDENT W. A. GREEN COMPANY

**T. E. JACKSON**  
SOUTHWESTERN MANAGER PITTSBURGH PLATE GLASS COMPANY

**JOHN J. KETTLER**  
SENIOR VICE PRESIDENT

**ERNEST L. KURTH**  
PRESIDENT SOUTHWESTERN PAPER MILLS LUFKIN, TEXAS

**C. L. MAILLOT**  
PROPERTY MANAGEMENT AND INVESTMENTS

**W. B. MARSH**  
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PRESIDENT HIGGINBOTHAM-PEARLSTONE HARDWARE CO.

**W. L. PREHN**  
GENERAL MANAGER SOUTHWESTERN BELL TELEPHONE CO.

**J. FRED SCHOELLKOPF, JR.**  
PRESIDENT THE SCHOELLKOPF CO.

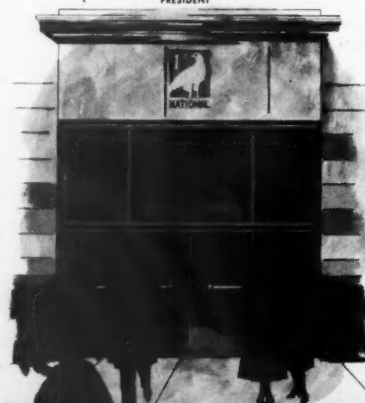
**E. E. SHELTON**  
PRESIDENT DALLAS FEDERAL SAVINGS & LOAN ASSOCIATION

**R. H. STEWART, JR.**  
MANAGER GRAHAM PAPER CO.

**ARCH S. UNDERWOOD**  
PRESIDENT UNION COMPRESS & WAREHOUSE CO. LUBBOCK, TEXAS

**JAMES RALPH WOOD**  
PRESIDENT SOUTHWESTERN LIFE INSURANCE CO.

**BEN H. WOOTEN**  
PRESIDENT





## Forecast for '54

THE second session of the Eighty-third Congress, and the second year of the Eisenhower administration, are getting under way in Washington; and, though these observations are being written prior to the President's delivery to Congress of his State of the Union and Budget messages — which will delineate the administration program for 1954 — it is possible to speculate with reasonable accuracy on the more interesting political developments which can be expected during the forthcoming months. Many of those coming events have cast their shadows before them, and shadows is the right word, for they lie dark and ominous across the destiny of the Great Crusade.



DALE MILLER

A year ago this month the new Republican regime was being ushered into its political eminence with all the phantasmagoric fanfare common to inauguration years, but it was evident at the time that beneath the bright surface of its triumph the G.O.P. resurgence was somewhat hollow at its core — for, though Eisenhower had been elected by a vote approaching landslide proportions, his political party had managed to gain only a razor-thin majority in Congress, and even this majority was virtually to disappear as the year went on. It was obvious, therefore, that without a working majority on Capitol Hill the program of the new regime could progress only so far and so rapidly as the influential minority felt disposed to permit. Subsequent events bore out those expectations, and it was not an uncommon sight during the session for the President to see his leaking Ship of State being kept afloat by the industrious efforts of Democrats manning the bailing buckets.

There is abundant evidence now, however, that this salubrious atmosphere is

likely to be less prevalent in 1954. To begin with, this is a Congressional election year, and the Democrats have no burning ambition to allow their sympathies for a number of the objectives of the Great Crusade to jeopardize their prospects of re-capturing control of Congress in November. Furthermore, among powerful Democratic leaders, particularly the Southern Senators, there is a growing resentment over the political behavior of certain Republican spokesmen, such as Attorney General Brownell and Governor Dewey, the former having made an impassioned plea before the Supreme Court for racial integration in the public schools, and the latter having intemperately attacked the Democratic party in recent speeches as the veritable synonym for corruption and communism.

Whatever prospects remained for a bi-partisan approach to the political problems of the new year were dealt a damaging blow by an administration blunder in December. The President invited a group of Congressional leaders to a three-day conference at the White House to develop a program for submission to the new session of Congress, but, despite the evident need for bi-partisan support, only Republican leaders were invited. Political observers were quick to agree that this affront to the valuable nucleus of Democratic support in the Congress was a *faux pas* of considerable proportions, and the Democrats themselves made no secret of their injured sensibilities. The administration sought belatedly to atone for this error by inviting Democratic as well as Republican leaders to confer at the White House on January 5th, the day before the second session convened; but by that time the damage had been done, and furthermore the program had already been perfected and was ready for submission.

Under all the circumstances, many of the Democratic friends of the Eisenhower program in Congress (and there are more

of them than is publicly known) are becoming somewhat disenchanted with their roles as cavaliers of the Great Crusade. They feel deeply that their support on vital issues has been shabbily ignored; and they are wearying of being the Saint Bernard with the jug every time the legislative program becomes buried in a Republican snowdrift. They are beginning to wonder if their role in the Great Crusade is that of succors or suckers.

The President's program is aggravated, of course, by the deepening and widening rift within his own party. The closing weeks of 1953 brought this problem sharply into focus, as Senator McCarthy in particular exposed his hand of open opposition to the heart of administration policy. However desperately the Republican hierarchy may attempt to conceal and control this fulminating powder of antagonism, it seems inevitable that it will

### Act Two in the drama of the Great Crusade: What are its prospects for 1954?

inflict its wounds on the Great Crusade in the weeks and months to come. To the Democrats, long accustomed to the balancing act of maintaining political discipline in a party of dissident and heterogeneous elements, a problem of that kind would by no means be unfamiliar; but to the Republicans, and to Eisenhower in particular, its gravity can scarcely be overestimated.

It seems apparent, here in the second act of the drama of the Great Crusade, that the problems confronting the sincere, patient, and progressively more lonely chief executive are formidable indeed. And it seems apparent, too, what he must do. Bereft of much of his strength on Capitol Hill, caught in a maelstrom of disunity within his own party, and beset by the machinations of politics in an election year, he will nourish the strength of his Great Crusade at its source among the people themselves. He can be expected more and more, I think, to carry his program directly to the people, with the simplicity and sincerity which have become so characteristic of him. No other course remains. And if his appeals can transcend the exigencies of practical politics, he may yet be able to achieve the broad base of bi-partisanship which alone can form the foundation for the enduring structure he seeks to build.



# Chamber Elects Crossman President

**J**EROME K. Crossman, president of Ryan Consolidated Petroleum Corporation, who distinguished himself with volunteer work on the Hamilton Park Negro housing project, takes office this month as president of the Dallas Chamber of Commerce.

Austin F. Allen, Ed. Maher and Angus G. Wynne, Jr., were elected vice presidents; DeWitt T. Ray begins work as treasurer and Geo. Waverley Briggs was re-elected national councilor.

The new officers were elected by the Chamber's 21-member board of directors. Ben H. Wooten, president of the First National Bank, who served two terms as president is the outgoing Chamber executive officer.

Mr. Crossman, an active member of the Chamber for many years, has worked on the membership committee and served on the board of directors since 1952.

Outstanding among his accomplishments was the founding of the Dallas Citizens Interracial Association, a committee established to study racial needs in the fields of housing, health, education, recreation, welfare, employment, churches and community activity participation.

Under three years of Mr. Crossman's leadership, the associ-

ation acquired a new subdivision containing between 600 and 700 homes for Dallas Negroes.

In addition to his Chamber work, Mr. Crossman is a director of the Community Chest, the Dallas Crime Commission, the Dallas Child Guidance Clinic, the Greater Dallas Planning Council, the Texas Heart Association and the Dallas Home for the Aged.

He is president and director of Lyon-Gray Lumber Company of Texas, the Ryan Consolidated Petroleum Corporation; chamber of the board of Eppler, Guerin and Turner, investment bankers, and the newly-formed Southwestern Investors, Inc.

Nationally, he is a director of the executive and finance committees of the National Conference of Christians and Jews, on the board of governors of the Menninger Foundation of Topeka, Kansas, and a consulting director of the New York Guild for the Blind.

Mr. Crossman is a member of the American, Dallas, New York, Illinois and Texas Bar Associations; the Dallas Citizens Council and the Citizens Charter Association. He is a former president of Temple Emanu-El Brotherhood.

**THE CHAMBER'S TWO NEW VICE PRESIDENTS, Ed Maher, left, and Angus Wynne, Jr., right, listen to President Jerome Crossman count the projects he hopes the Chamber will undertake in 1954.**



Mr. Allen is president of the Texas Employers' Insurance Association and the Employers Casualty Company. He has served as director of the Dallas Chamber of Commerce, the Dallas Community Chest and the Texas Safety Association. He begins his second term as vice president.

One of the original founders of the Employers Casualty Company in 1920, Mr. Allen is a member of the American Mutual Alliance, Casualty Actuarial Society and Society for the Advancement of Management.

Mr. Maher, president of Ed Maher, Inc., Dallas Ford agency, is a vice president of the Dallas Community Chest. He is a member of the National, Texas and Dallas Automobile Dealers Associations, a director of the Dallas Crime Commission and a member of the Dallas Citizens Council. Mr. Maher is also a director of the American National Bank in Oak Cliff.

Mr. Wynne is president of American Home Realty Company and chairman of the board of Wynnewood State Bank. He has served on the Chamber's membership, highway and aviation committees. He has been in the real estate development business in Dallas since 1946. He served in the Navy during World War II, spending most of his five years in destroyer duty in the Atlantic and Pacific theaters.

Mr. Ray, president of the National City Bank of Dallas, has served as a Chamber director since 1951. As general chairman of the Chamber's Revaluation Committee in 1953, Mr. Ray led a drive in which 1,000 members increased their annual subscriptions by \$68,000.

Mr. Briggs, vice president and senior trust officer of the First National Bank, has been active in the Dallas Historical Society, Texas State Historical Society, Gonzales Warm Springs Foundation and the Texas Philosophical Society.

Outgoing officers of the Chamber in addition to Mr. Wooten are J. L. Latimer and J. Ralph Wood, vice presidents, and Milton Brown, treasurer.

The Chamber's 21-member board who elected the 1954 officers includes seven new directors named last month for three-year terms. Robert Randle Gilbert, Sam M. Gladney, Stanley Marcus, W. W. Overton, Jr., John M. Stemmons, R. L. Thornton, Jr., and Angus Wynne, Jr., are the new board members.

Mr. Gilbert is chairman of the board of the National City Bank of Dallas and is a director and member of the executive and investment committee of United Fidelity Life Insurance Company of Dallas. He is acting chairman of the National Planning Association committee of the South and vice president and trustee of the Southwestern Legal Foundation.

Mr. Gladney is general manager of Sun Oil Company's Southwest Production Division, assistant secretary of Sun Oil and a member of the board of Halliburton Oil Well Cementing Company. He served on the first voluntary proration committee in East Texas and is a director of the East Texas Salt Water Disposal Company which he helped establish.

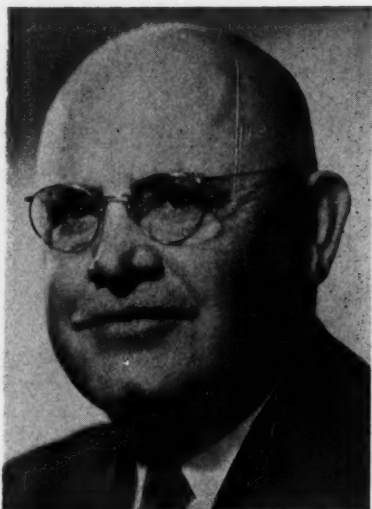
Mr. Marcus is president of Neiman-Marcus Company, director of the Greater Dallas Planning Council, the Better Business Bureau, the Dallas Citizens Council and the Republic National Bank of Dallas. He is a member of the National Citizens Commission for Public Schools, the Dallas area Labor-Management Committee for Defense Manpower and the American Retail Federation.

Mr. Overton is chairman of the board of Texas Bank and Trust Company, national chairman of the 1954 American Red Cross Membership and Fund Drive, and a member of the board of the National Industrial Conference Board. He is president of the Downtown Investment Company, the Overton Real Estate Company and the Downtown Improvement and Property Owners Association.

Mr. Stemmons is president of Industrial Properties Corporation, owners and developers of the Trinity Industrial District. He is a member of the Dallas Real Estate Board, of which he is past president and member of the board of directors. He is a director and vice president of the Texas Real Estate Association, a director of the National Association of Real Estate Boards and a member of the executive committee of the Society of Industrial Realtors.

Mr. Thornton is vice president of the Mercantile National Bank at Dallas. He is a director of the Great American Reserve Insurance Company, the Grand Avenue State Bank, the Children's Bureau, American Red Cross, Circle Ten, Boy Scouts of America, the advisory board of the Salvation Army and the board of development of Southern Methodist University. He is also consul to Costa Rico in Dallas.

AUSTIN F. ALLEN

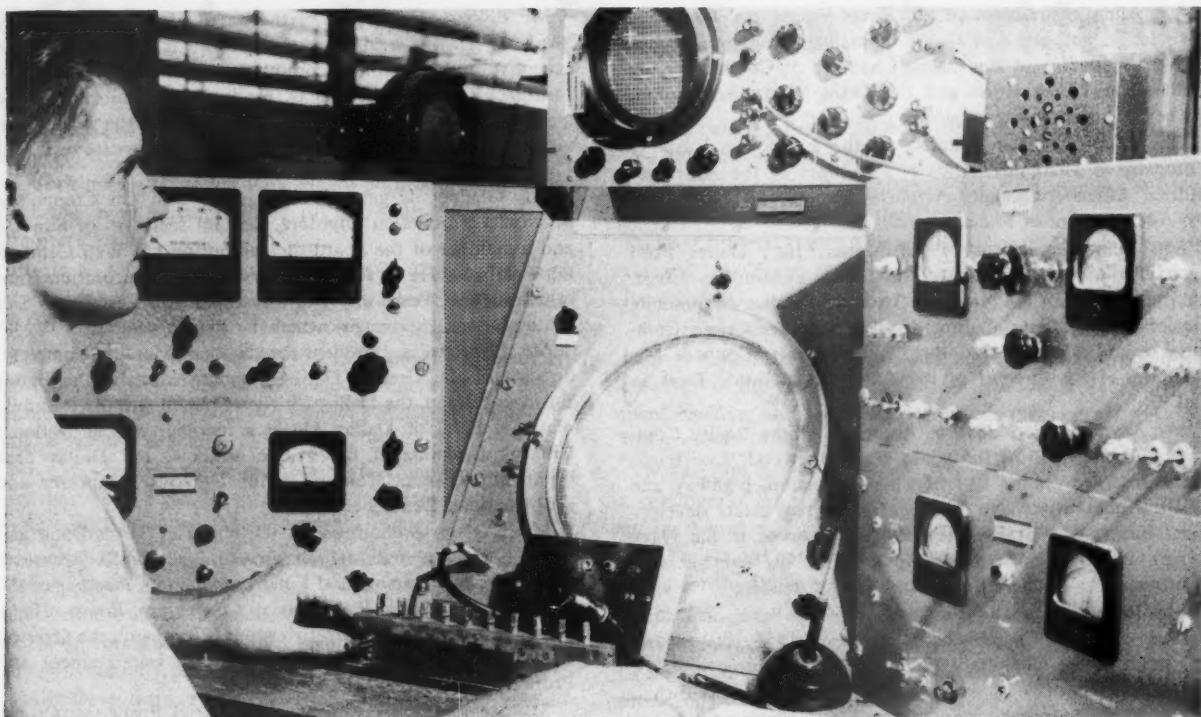


DeWITT T. RAY



GEO. WAVERLEY BRIGGS





**TYPICAL OF THE COMPLICATED** electronics gear designed and used in Dallas is this characteristics plotter for transistors designed by Texas Instruments.

# Electronics and Dallas

**T**RANSISTORS that may provide man a mechanical brain to match atomic energy's muscle —

Radar equipment that provides the all-weather "brain" for intercontinental bombers —

The million-watt transmitter for the "Voice of America" stations that are 20 times more powerful than any radio station in the United States —

Communications equipment for Strato-jet bombers and commercial airliners —

The vital 11-pound black box that controls the precision flow of electric current for navigation and fire-control instruments in supersonic jet fighters —

And intricate submarine detection devices in patrol bombers guarding the shores of the Free World —

Each of these — plus many other items for military and commercial use — are made in Dallas, part of the output of Dallas' new but little-publicized electronics industry, the most significant factor in Dallas' postwar development.

The importance of the new electronics industry in today's Dallas can be told in a statistical nutshell:

Nearly 3,000 men and women working in four major plants.

Annual payrolls totaling more than \$14,000,000.

About \$15,000,000 worth of purchases annually from suppliers and sub-contractors in the Dallas area.

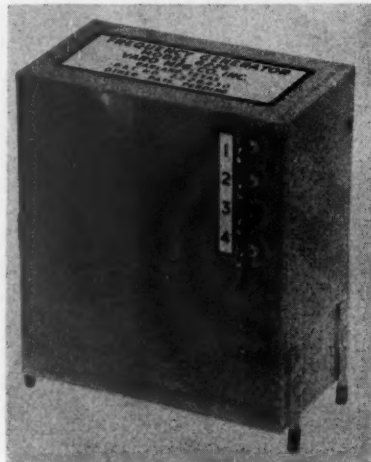
Today most of this industrial activity is slanted toward the operation and control of instruments of destruction. What the electronics industry can mean to the Dallas of tomorrow is almost limitless — and a much more complex story.

The spectacular impact of the atom bomb and atomic energy has captured the imagination of the American people. Atomic power may well revolutionize the future of industry. While this has been going on, another power revolution has been taking place in the field of electronics, to open new frontiers for the precision use of power. Developments in electronics to permit precision use of all types of power may have even more significant applications to atomic power.

**By Andrew W. DeShong**

Millions of dollars have been spent for research and manufacturing of high-altitude radar equipment, guided missiles and prototype equipment for wars of the future. Tomorrow, the peacetime applications of electronics may bring into being

**THIS SMALL BOX** produced by Varo Manufacturing Company provides the source of the precision power supply for five control systems in modern combat planes.





automatic factories and devices for production economies that will be more far-reaching in their effect than the industrial revolution of a century ago.

The layman usually thinks of electronics in connection with radio and television broadcasting, as radar equipment for airplanes, as part of the autopilot or autogyro, or as some of the many "gadgets" that make up a complex guided missile. He seldom realizes that electronics forms the basis for the many navigational aids on which modern all-weather air service depends; that electronics is the basis for modern business machines and complicated calculators which can do everything for the business executive except drop notes in his suggestion box; that electronically-controlled precision manufacturing plants are already in existence, requiring almost no manpower to operate; that electronics provides the basis for some of the most complicated alarm systems in defense and industry, where huge installations are guarded against fire and theft 24 hours a day without a single human watchman on the premises.

The possibilities for the future, the undreamed of industrial applications for the cheaper production of consumer products, give added significance to the fact that Dallas is today one of the nation's major centers for this new electronics industry.

An executive of one Dallas plant has developed, solely for his personal benefit, a practical application of electronics



**ASSEMBLING OPERATIONS** are important functions at all electronics companies. Above, a worker is assembling an airborne transmitter designed and produced in Dallas by Collins Radio Company.

which points up just one aspect of the future in this fascinating new field. The Dallas engineer applied his knowledge of electronics to his own electrical lawn mower. Now he sits on his front porch on a summer evening, with a cool drink in his hand, and chats with friends while his electronically-guided lawn mower does the work.

There are so many complexities and ramifications to the electronics industry that a simple definition is needed. Perhaps this definition would not satisfy the

physicist or the electrical engineer, but will suggest to the layman what he wants to know about the industry:

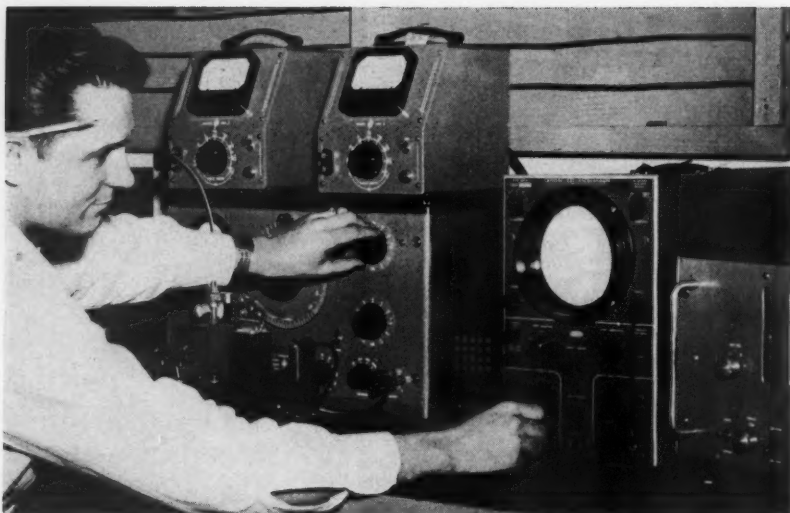
The electronics industry involves the development and manufacture of non-mechanical methods for the control and application of power to attain precision, speeds and efficiencies unattainable through electro-mechanical methods.

Of the four major electronics manufacturers in Dallas, three were actually born here. The other is a branch of a

(Continued on Page 44)

**SOME OF THE WORLD'S LARGEST** electronics apparatus is produced in Dallas. This is a 1,000,000-watt broadcast transmitter furnished the Voice of America by Continental Electronics Manufacturing Company.





**TESTING OPERATIONS**—such as the one being performed on a piece of airborne navigation equipment at Collins Radio Company—insure the control of quality in electronics products.

## Collins Radio Grows From 2 Men to 1,400

**I**N two and a half years, the personnel in Collins Radio Company's Texas Division has increased from two men to 1,400 men and women. The physical facilities have increased from a temporary office to a modern, compact plant of more than 150,000 square feet.

The Texas Division has not only assumed a large share of Collins' engineering production responsibilities, but has become the headquarters for the company's entire sales organization and the operating base for its world-wide field service organization.

"The responsiveness of Dallas workers, their ability to learn quickly and perform efficiently and intelligently, and the general interest and helpfulness of Dallas are the factors that made it possible for Collins to start this plant and build it up to its present employment level and production volume," says J. G. Flynn, Collins' Texas Division manager.

The corporate headquarters and original plant of Collins Radio Company are in Cedar Rapids, Iowa. Arthur A. Collins of Cedar Rapids, an enthusiastic amateur radio operator and an outstanding electronics engineer, established his own business in 1931 to develop and produce better "ham" equipment than was then available. After his equipment quickly attained professional status, the Collins Radio Company was organized in 1933 with a capital investment of \$29,000. For the

year ended July 31, 1953, Collins' sales totalled more than \$80,000,000, the year's operating profit transferred to surplus was \$1,953,613, and its backlog of undelivered orders was \$255,000,000.

In 1948, Collins established a western division in Burbank, California. Two years later, with increasing military orders, Collins was urged by the Defense Department to consider further decentralization. The Collins management began comprehensive studies of a number of communities, resulting in establishment of the Texas Division at Dallas in 1951.

Collins' Dallas facilities include the main plant on Hi-Line Drive in the Trinity Industrial Park; a smaller building on Irving Boulevard, housing the engineering staff (now numbering 223); and a hangar and other facilities at Dallas' Redbird Airport.

The diversity of Collins' production is indicated by the fact that the company has developed and is producing some 75 different electronics and equipment systems. Its customers include the Navy, Air Force, Army Signal Corps, Justice, Treasury, State, Commerce and Interior Departments and the Atomic Energy Commission. But despite the large volume of government contracts which Collins holds, the company estimates that during the past year Collins furnished about 75 per

cent of all air transport communications and navigation equipment purchased during the year. The Dallas plant is engaged in both government and commercial production. In addition, because of Dallas' superior transportation facilities and greater accessibility, it has been made the operating base for Collins' field service organization and for its sales division. Mr. Flynn has the dual responsibilities of Texas division manager, in charge of all Dallas operations, and of sales manager for the entire Collins organization.

The basic Collins development in the communications field was the automatic tuning principle. Applied to military aircraft radio prior to World War II, this principle enabled the pilot to operate his own communications equipment. Today, Collins products include the standard ultra high frequency transmitter-receiver being installed on all military aircraft, and the U.H.F. ground station counterpart; a navigational receiver; a high frequency transmitter; the T.V.O.R. (a relatively low cost terminal visual omni-range transmitter for use at airports); a V.H.F. airborne receiver; microwave communications equipment; the first commercially-designed and produced cyclotrons for atomic energy research and development work; various types of AM and FM radio broadcasting equipment; and a large and diversified line of equipment for "ham" radio operators.

Collins also produces a number of proprietary components which it sells to other electronics manufacturers.

A significant feature of Collins' short history in Dallas has been its development of subcontracting sources in this area. Its volume of subcontracted orders placed with other Dallas plants has been on a steady upward curve since 1951 and it is still seeking new subcontracting sources. Much of its subcontracting is in sheet metal and machine shop work, but Mr. Flynn says Collins would like to develop other sources in the area to provide for additional expansion of production capacity in Dallas without construction of new plant facilities.

"Our policy is to retain in our own plant the extremely simple and the extremely complex production work," he explains. "We like to subcontract the work falling within the middle categories of skills and facilities requirements. I believe there is a great deal of opportunity for Dallas to bring here other major units of the electronics industry, plus an even greater number of subcontracting and supporting units of the industry."

# Electronics — from Research to Marketing

A scientific experiment in a rock quarry near Washington, D.C., in 1919, and a test party — probably the first field seismograph party of its kind — shooting its first profile in a stream bed near Oklahoma City in 1921 set in motion a series of events that have built Texas Instruments, Inc. T.I. is a research, manufacturing and engineering organization today employing 2,300 people and which grossed approximately \$26,000,000 in sales in 1953.

Thirty-three years ago, as members of this test party in the Arbuckle Mountains proved ability of the seismograph method of geophysical exploration to obtain useful information from the subsurface, they were laying the foundation for Dallas' present position in the electronics industry.

The designer of the geophysical equipment used, and leader of the test party, was Dr. J. C. Karcher (now president of Concho Petroleum Company), who together with geophysicist Eugene McDermott was later to found Geophysical Service, Inc. This organization has taken the name of G.S.I. to the ends of the earth in the search for geologic structures favorable for oil accumulation. Texas Instruments, Inc. evolved from the growth of G.S.I., and today the products of T.I. range from tiny transistors (it takes 28 T.I. transistors to weigh an ounce) to a T.I. shot hole drill which weighs 45,000 pounds mounted on a four-wheel trailer ready for shipment to Saudi Arabia.

Perhaps, better than any other of its many products, T.I. transistors represent the organization's research and manufacturing teamwork, its manufacturing know-how, and its ability to cope with top manufacturing competition.

"The transistor and its minute relatives will almost certainly stimulate greater changes in commerce and industry than reaction motors, synthetic fibers, or even atomic energy," *Fortune* magazine predicted in a 1953 issue.

T.I. is manufacturing transistors in competition with some of the largest industrial organizations of the nation. Utilizing all the techniques of mass industry within its comparatively modest operation, T.I. is definitely not coming out second best.

Texas Instruments is now applying modern engineering and manufacturing techniques to a wide variety of compo-

nents, units, and systems for civilian and military use. Geophysical exploration instruments, heavy equipment and systems make up a large part of T.I.'s current commercial production. Formerly available only to Geophysical Service, Inc., and its international affiliates, many of these items are now offered to all users in the petroleum industry.

The range of T.I. products and their potential use can perhaps be appreciated only by those with a technical background in the industries concerned but they point up future refinements not only in oil exploration but in the field of military and civilian electronics, and the great range of precision products that may



**FROM THE LARGEST** to the smallest, the products of Texas Instruments vary greatly. The man above is holding a Texas Instruments transistor which weighs less than 1 gram while he stands beside a shot hole drill which weighs 45,000 pounds.

form the heart and brain of tomorrow's industry.

T.I.'s components production includes grown junction and point-contact transistors, transformers, filters, chokes, toroidal coils, condensers, pulse networks, antennas, optical components, and quartz springs. T.I. units include recording oscillographs, seismometers, amplifiers, blasters, log-level indicators, gravity meters, seismic radio receivers, ink writing recording instruments, and portable shot-hole rigs. T.I. systems include complete geophysical exploration systems and

sonar, magnetic, and radar air-borne electronic systems.

Transistors alone may form the basis for a whole new industry. Transistors are being heralded as the harbingers of wrist radios, portable television sets, giant digital computers, matchbook-size hearing aids and tiny gadgets almost beyond the realm of present-day imagination. In circuits where transistors replace vacuum tubes, the problems of heat and glass breakage and excessive power requirements are eliminated.

Transistors can be "packed together like sardines." A car radio, for instance, may be made one-tenth the size of present radios with practically no drain on the car battery except for the dial light. The life of a transistor has not yet been determined — some being "life tested" have passed the fifth year. Thus, transistors will not need frequent replacement. In the future, they will be wired into the circuit permanently with no need for expensive and space-consuming sockets.

Today the Texas Instruments organization is active in electronics marketing as well as research, engineering and manufacturing. In addition to direct industry sales by T.I., mill and geophysical supplies and electronic parts and instruments are distributed in Dallas, Fort Worth and Tulsa through Engineering Supply Company, its distribution affiliate, which will shortly move to a new 25,000-square-foot building on Denton Drive. T.I. recently acquired Houston Technical Laboratories, manufacturers of gravity meters and optical components. T.I.'s related exploration companies cover the world. It is publicly owned with its stock listed on the New York Stock Exchange. Its officials forecast a continuation in sales volume increase for 1954.

Perhaps the key to this home-based, Dallas industrial success story lies in its management policies and shop slogan: "Work Smarter, Not Harder." T.I. and its associated companies are working smarter in one of the most highly competitive fields in the nation's industry. It is successfully matching its research, development, engineering, and manufacturing know-how with the top industrial organizations of the nation. Its over-all organization from research to marketing is integrated with all other divisions to compete in the international business world.



# Redbird Plans To Aid Dallas' Growth

**By Angus Wynne, Jr.**

**Chamber of Commerce Aviation Committee**

A new stimulus for Dallas' industrial development — as well as a major facility to meet the non-airline airport requirements of the metropolitan Dallas areas south and west of the Trinity River — is proposed in the Redbird Airport Master Plan Study submitted to the city council last month.

Airport-based industry would find highly desirable sites on the west side of Redbird, under the master plan recommendations. The plan would enable Dallas to "merchandise" this airport in bidding for additional aircraft or helicopter manufacturing plants, electronics factories or other industries which need to have access to both airport, rail and highway facilities.

The master plan study envisions a balanced development of Redbird, stage by stage. The estimated total expenditures on the Oak Cliff airport would be \$5,283,956 between now and 1970. It estimates 200 active aircraft should be based at Redbird by 1970—five times the present total.

If an effective demand develops for airport-based industry sites on the west side of the airfield, the additional cost of providing such facilities is estimated at \$3,345,000 between now and 1970.

The Redbird study was made for the City of Dallas by James C. Buckley, Inc., of New York, terminal and transportation consultants. The Buckley firm is currently completing a master plan study for the expansion and redevelopment of Love Field, Dallas' airline airport which also serves many non-airline airport requirements. The citizens of Dallas authorized a \$12,500,000 airport bond issue, in January 1953, for improvements at Love Field and Redbird, of which \$2,000,000 was earmarked for Redbird development.

Dallas began development of the Redbird site in 1945. It has invested approximately \$1,785,000 there to date. The airport comprises 1,030 acres on which grading and drainage have been installed for three runways, only one of which has been paved, and this one only to a length of 3,000 feet. The airport is located at Hampton Road (now a cross-town thoroughfare) and U.S. Highway 67, approximately seven miles from the center of downtown Dallas.

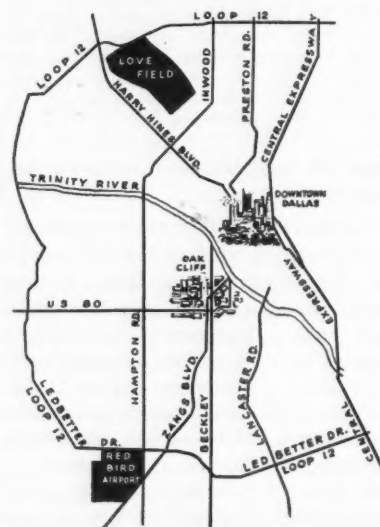
**"The development of Redbird Airport**

to date," the Buckley study says, "has not been on a balanced basis, with the result that it has made little contribution toward meeting the community's developing airport requirements."

Expansion of Redbird is not based on removal of non-airline activities from Love Field. The master plan recommendations are predicated upon the non-airline airport requirements of the sections of the Dallas metropolitan area south and west of the Trinity River. The master plan study reveals that these areas, of which Oak Cliff is the core, have grown faster in recent years than other parts of metropolitan Dallas. The study forecasts a 1970 population of 350,000 in the Oak Cliff section. Except for Love Field, Redbird is the only publicly-owned airport in Dallas county available to civil aviation.

"As such," the study reports, "it is the only non-airline airport in the county which has any real assurance of continued utility to civil aviation, both because its aerial approaches can be kept clear by reasonable zoning, and also because the city can exercise its power of eminent domain to acquire needed additional land. Also, the city can reasonably be expected to continue the airport if it be needed, in spite of opportunities which

**CONVENIENT LOCATION** of Redbird Airport to the Oak Cliff and downtown Dallas business areas makes it a useful tool for industry. Both Redbird and Love Field are approximately seven miles from downtown Dallas.



may arise to dispose of the land profitably for other uses. And this can hardly be expected of a private owner who will necessarily consider his own interest above the public interest."

The estimated costs of the Redbird master plan development by stages are:

Target Date,  
Completion

1955	Initial, Phase I	\$1,769,879
1960	Initial, Phase II	1,133,838
1965	Intermediate	819,363
1970	Ultimate	1,560,876
	<b>Total</b>	<b>\$5,283,956</b>

These cost estimates do not include the purchase of needed additional land. It is estimated that land acquisition will increase the master plan costs by \$250,000 to \$300,000. Since receipt of the study, the City of Dallas has already purchased 171 acres of land from the Oak Cliff Country Club for \$154,000.

If an effective demand develops for airport-based industrial sites at Redbird, the estimated cost of providing such facilities, by stages, is as follows:

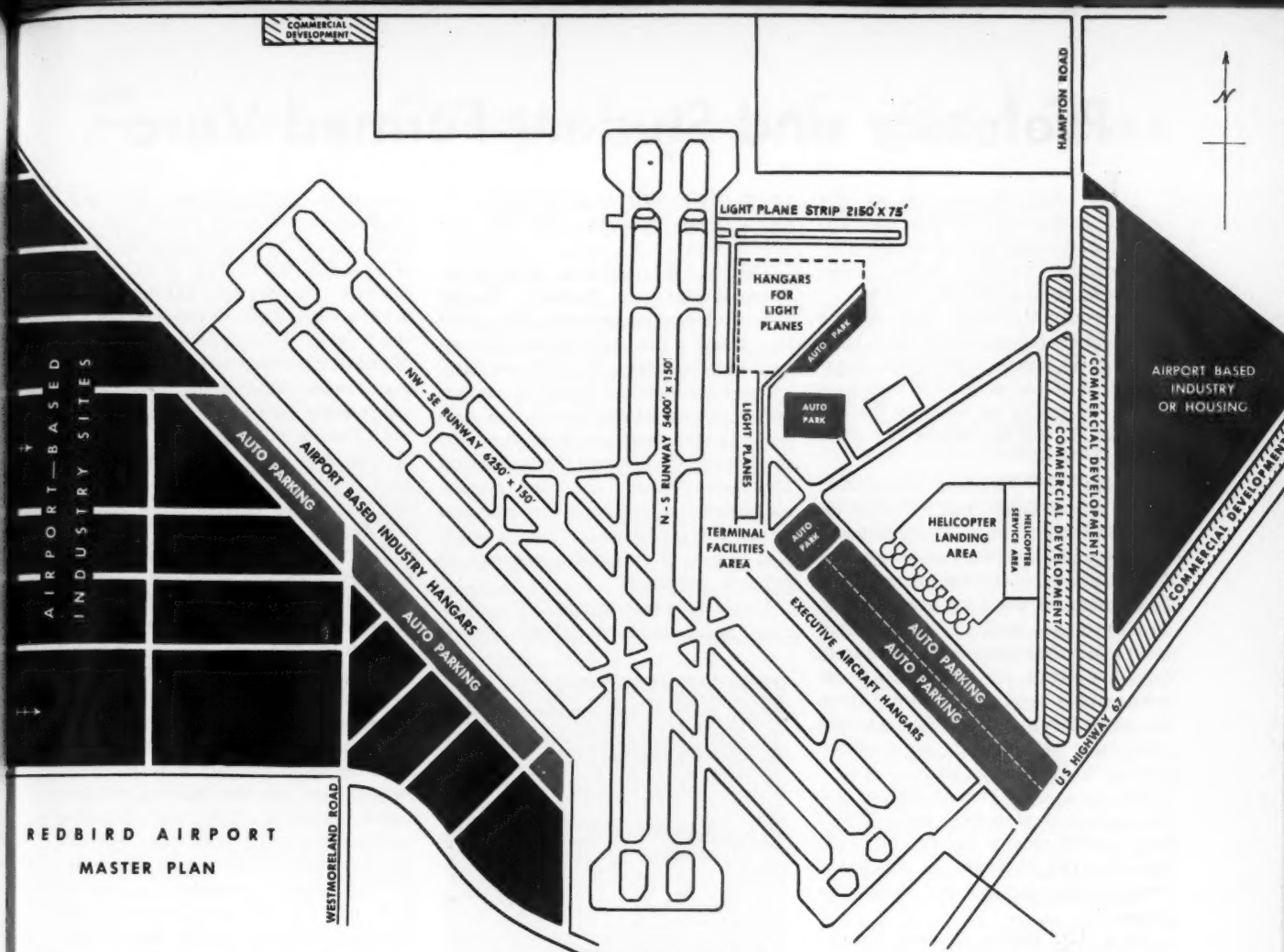
Target Date

1960.....	\$1,716,000
1965.....	810,000
1970.....	819,000

In considering the recommendation that Dallas seek to develop airport-based industry at Redbird, it should be remembered that Hensley Field, a third Dallas-owned airport leased to the United States Government for military use, made it possible for the Dallas Chamber of Commerce to secure the airframe manufacturing industry in 1940. The Temco and Chance Vought plants, based at Hensley Field, have annual payrolls exceeding \$75,000,000.

The master plan study contemplates making Redbird, in the immediate future, a "24-hour all-weather airport," with provisions for instrument flight operations and night flying operations. It also contemplates provisions for passenger, cargo and taxi services.

Nine privately-owned civil airports in Dallas County have been closed in the past five years, and the properties diverted to either residential or industrial development, the master plan study reports.



REDBIRD AIRPORT  
MASTER PLAN

Twelve privately-owned civil airports remain in operation. The Highway 77 airfield is the only remaining civil airport within five miles of Redbird. The study shows there are 853 registered aircraft in Dallas County, as of 1953, of which 501 are active. In the Continental United States, in 1953, there were 87,776 registered aircraft, of which 53,173 are active.

The Buckley firm's findings and recommendations to the City of Dallas regarding the Oak Cliff airport's "place in the scheme of Dallas civil aviation," and the steps necessary for balanced growth of Redbird, were outlined as follows:

1. Redbird is well located to serve the non-airline airport requirements of the portion of Dallas south and west of the Trinity River, as well as the requirements of a substantial area outside the city limits.
2. There is a substantial and growing market for non-airline aviation facilities and services at the Redbird site.
3. The direct aviation need for the facility should be augmented in substantial measure by a demand for land

for airport-based industry, airport-based housing, and airport-based commercial development.

4. The demand available at the Redbird site cannot reasonably be met by Love Field or by privately-owned airports serving the portion of Dallas south and west of the Trinity River.
5. The development of the Redbird site will complement the general industrial development of the Oak Cliff section and assist the community to maintain and improve its competitive position in this era of air transportation.
6. Substantial expansion of operations at Redbird, including instrument flight operations, is compatible with, and can be integrated into the Regional Air Traffic Pattern.
7. A balanced development of Redbird to serve the airport needs of the community should include:
  - a. Provision for instrument operations.
  - b. Provision for night flying.
  - c. Designation of the northwest-southwest runway as the principal

(instrument) runway, and its ultimate extension to 6,250 feet.

- d. Paving of the north-south runway, and its ultimate extension to 5,400 feet.
- e. Relocation of the east-west strip and paving of the relocated strip to a length of 2,150 feet.
- f. Space for the construction of individual plane hangars to an ultimate total of 100 or more, together with necessary aprons, automobile parking area, and access roads.
- g. Continued use of existing hangars for maintenance and storage-in-common of light aircraft.
- h. Space for construction of large executive aircraft hangars to an ultimate total of 1,500 lineal feet of hangar frontage, together with necessary aprons, automobile parking area and access roads.
- i. Facilities for helicopter operation.
- j. Removal of existing obstructions in the approach and circling zones.
- k. Assurance of the continued utility of the facility through zoning protection.

(Continued on Page 38)

# Professor and Student Formed Varo

IN 1942, Austin Stanton was associate professor of electrical engineering and head of the radar school at Southern Methodist University. Robert Jordan was one of his most brilliant students.

Then young Mr. Jordan went into the Army and Professor Stanton left S.M.U. to engage in seismic exploration assignments from the oil industry, to help meet the ever mounting oil needs of the war machine. He and his student lost touch with each other.

By 1945, Mr. Stanton, recuperating from a serious illness, had retired to his 225-acre farm north of Garland, under orders from his doctor not to do any work for two years. Mr. Jordan, unaware that his ex-professor was living near Garland, decided to go to Garland and establish a radio repair shop when he was discharged from the service. Looking ahead to his imminent discharge, he obtained a leave, moved his family to Garland, and started preliminary arrangements for establishment of the radio repair shop.

One evening, late in 1945, the two men met in a Garland grocery store. Out of their chance reunion evolved the Varo Manufacturing Company, of which Mr. Stanton is president and Mr. Jordan vice president.

When Mr. Jordan obtained his discharge, his first job was to build a garage on the Stanton farm. In one side of the garage, the professor and his former student established the Varo laboratory. With little capital but an inexhaustible supply of confidence and determination, they went after and finally obtained development contracts for airborne power supply units.

As postwar jet-powered airplanes grew in complexity and attained new speeds, the Air Force and Navy were faced with the problem of providing consistent and infinitely precise electrical current for the operation of radar, armament and instruments. The average domestic supply of electrical power may fluctuate from 59 cycles to 61 cycles per second. Such variations in power supply are unnoticed by the domestic user, because they have little or no effect upon the lights or appliances in his home. But in an airplane, flying eight or nine miles above the earth at sonic speeds, such variations in power supply would have a disastrous effect upon precision instruments, gun firing mechanisms and other vital equipment. Before the airplane designers could fully exploit the new possibilities for speed and altitude,

a more reliable airborne power supply unit had to be developed on a practical, producible basis.

That was the challenge given to the Stanton-Jordan team. Gradually, they recruited other young engineers and worked long hours in the cramped garage space on the Garland farm. By 1949, the hard-hitting Varo team had found the answer, and had won its first production contracts. Today there are more than 300 employes in the concrete tile building on Mr. Stanton's farm, and Varo proudly claims that it is "first in airborne electrical power supply." Another of Varo's significant slogans is "laboratory accuracy in airborne equipment."

Varo's basic contribution to the refinement and control of airborne electric

mountings. Varo's "package"—technically described as an inverter or converter, depending upon whether the source of power in the airplane is AC or DC current—provides electrical power within the extremely narrow range of 399.6 to 400.4 cycles of frequency—a variation of less than 1/10 of one per cent despite the extreme temperature variations to which modern aircraft equipment is subject. Today's military planes—and all of their delicate, sensitive equipment—must be able to operate equally well in temperatures 85 degrees below zero, or 160 degrees above zero, F.

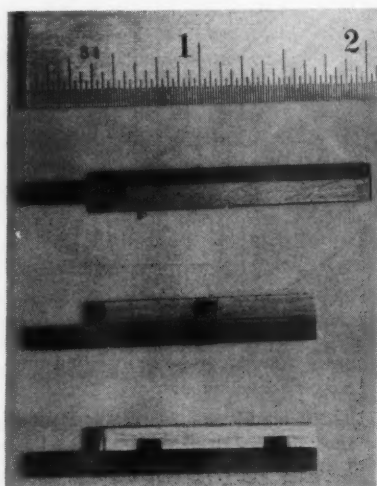
The Varo plant itself tells an interesting story of growth. There is a succession of "outer" walls, denoting the various points at which the young company outgrew its quarters, put up a new wall and roofed in the space between the old and new "outer" walls. Plant layout, tooling, and equipment all reflect the virile young organization's ingenuity and flexibility.

Varo's eighth employee was a patent attorney. Now, the firm has two full-time patent attorneys, kept busy recording Varo's ownership of numerous "byproduct inventions." Future expansion plans call for Varo to manufacture some of these new electronics-age wonders in its own plant, and to license the manufacture of other gadgets, less related to the basic business of Varo, in other plants. Mr. Stanton and Mr. Jordan look at their 225-acre site, and say "it's a fine place for us to grow in."

Ownership of the vigorous young firm is vested in Mr. Stanton, Mr. Jordan and about 20 of their associates and employees.

Varo's ultimate goal is a 5 to 2 ratio of commercial business to government contracts. Today, its power supply units are used in every late type Air Force jet fighter and bomber; it manufactures components for electronic gear produced by a number of major companies, including General Electric, Hughes Aircraft, R.C.A. and Crosley, and has made studies for other military applications. In the Eastern United States, Varo maintains sales offices in Newark and Dayton, and on the West Coast it is represented by Pacific Scientific Company, which has offices in Seattle, Los Angeles and San Diego.

"Dallas is an ideal location for a major electronics industry," Mr. Stanton says. "Our own plant—manned entirely by local people—is a good indication of the advantages Dallas has to offer."



**THE HEART** of the frequency generator produced by Varo Manufacturing Company is this miniature "tuning fork." It is shown actual size.

power supply was the development of a miniature tuning fork, claimed to be the first major improvement of the tuning fork in more than 400 years. This miniature tuning fork, hermetically sealed in a metal envelope or tube, is the heart of Varo's power supply unit. A tiny thermostat controls electrical heating elements in the tube, to maintain a constant temperature at which the tuning fork does its work. Without a constant temperature in the tube, the tuning fork would be subject to expansion and contraction which would make it less precise in controlling the flow of current. The remainder of the 11-pound power supply unit consists of tubes and intricate wiring, packaged in a sturdy metal case with shock-proof



# Producing Weapons for the Cold War

As communications consultants, the firm of Weldon and Carr in Washington, D.C., has engineered radio and television stations throughout North America. Prior to the organization of the consulting firm, the partners' individual experiences extend over a number of years. Dr. Brinkley's famous 500,000 watt station in Mexico was one of James O. Weldon's jobs.

In 1945, the consultants decided to enter the electronics manufacturing field, Continental Electronics was organized, wholly-owned by the partners in the consulting firm, and Mr. Weldon assumed direction of the new enterprise. Where was the new manufacturing company to be located?

"Our consulting work had given us a good working knowledge of every part of the country," Mr. Weldon said. "To our way of thinking, there was just one place where our plant should be located — Dallas, Texas. Everything that has happened since then has confirmed our judgment."

Continental Electronics was established, in a small leased building on Wood Street, in November, 1946. Its present plant, on Buckner Boulevard at the Texas and Pacific Railroad, occupying a site of three and one-half acres, was constructed in 1950. Employment is currently about 125 workers.

Today, Continental is expediting completion of its government contracts, seeking to devote a much larger portion of its facilities to commercial production. Its commercial products are primarily U.H.F. television transmitters and AM radio transmitters. General Precision Laboratories of Pleasantville, New York, which manufactures or distributes a complete line of television studio equipment, is Continental's distributor for the U.H.F. transmitters.

Graybar Electric Company is the distributor for Continental's AM transmitters. The current expansion in television broadcasting, with numerous new stations under construction or authorized for construction, is regarded by the Continental management as a major opportunity for the Dallas firm.

"Our distributor's sales of U.H.F. transmitters have already exceeded forecasts, and indicate we will have to step up our production of this equipment very substantially," Mr. Weldon said.

The new electronics firm's first big opportunity came when the United States Government entered the market for radio transmitters to be used in the Voice of America stations, as a major weapon in the cold war. Continental went after the contracts. Significantly, its chief competitors were two of the country's major electronics manufacturers. The contracts were awarded in competitive bidding — on fixed prices, not cost-plus or cost-plus-fixed-fee contracts. Continental won the business.

How many transmitters Continental has built for the Voice of America is still classified information. The government has announced however, that the Dallas-made transmitters have already been installed in Munich, Germany, in the Philippines and on Okinawa. Each is a million-watt transmitter — 20 times more powerful than WFAA, KRLD or any other broadcasting station in America.

When Continental is ready to ship its equipment for one of these installations abroad, the crating costs alone run approximately \$25,000 on each of the giant transmitters. Each transmitter requires 12 freight cars for shipment to the port of embarkation.

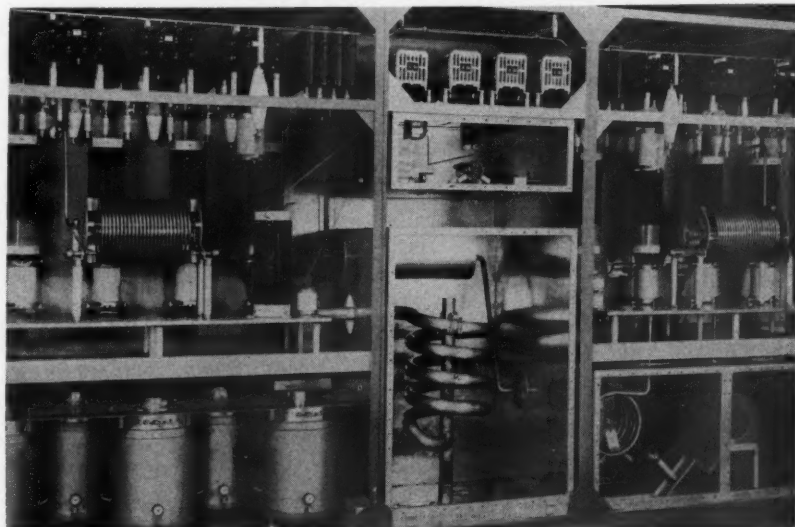
Continental produces the entire transmitter in its Buckner Boulevard factory, with employees recruited and trained locally. Electronic tubes and other components are purchased from supporting industries, but basically the transmitter is a Dallas-made product, beginning with

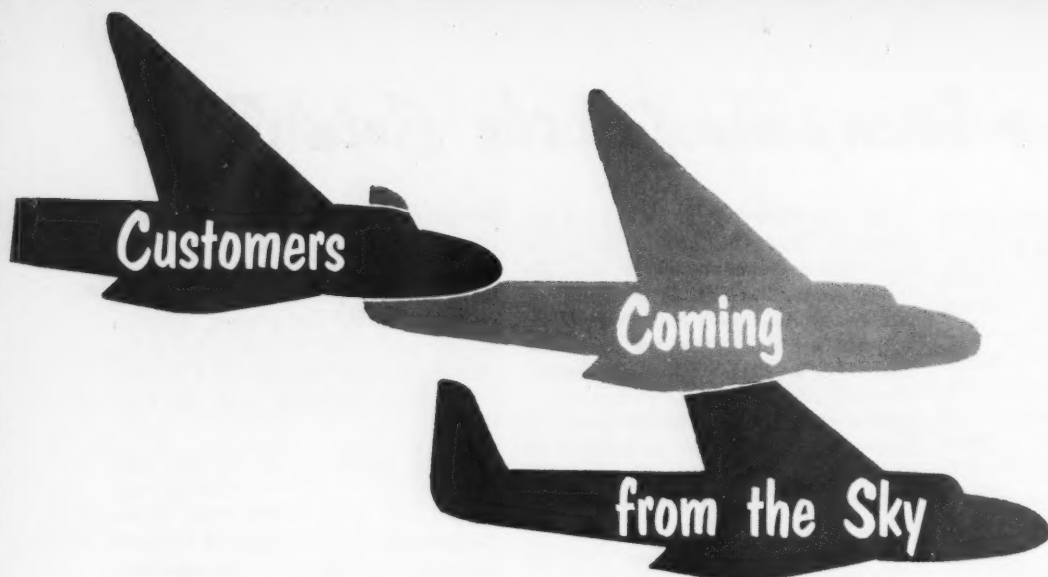
the sheet metal from which Continental fabricates the cabinets and supports for the intricate electronic devices. Most of the engineering and development work is also done in the Dallas plant, although occasionally the Washington, D.C., laboratory of the Weldon and Carr consulting firm does some work for Continental.

In addition to its manufacturing operations, Continental has been called upon to rebuild and repair several major broadcasting stations abroad. One of its major contracts of this kind was to rehabilitate a Japanese-built transmitter on Formosa, to give the Chinese Nationalist Government of Chiang Kai-Shek a communications link with the Chinese mainland. The field crews for such operations, together with the engineers who superintend installations of Dallas-made transmitters in foreign stations, are all based in Dallas.

Mr. Weldon believes that Dallas is a logical and attractive base for the electronics industry, and that substantial growth in this field will be experienced by Dallas in the next few years. He points out that an electronic tube manufacturer and other supporting industries should be a major objective in Dallas' industrial development program. And as Continental aggressively pushes its commercial sales, he predicts that an important part of the firm's expansion will be achieved through greater subcontracting of components with other manufacturing plants in this area.

**REAR VIEW** of the 1,000,000-watt broadcast transmitter produced by Continental Electronics Manufacturing Company reveals this power amplifier.





**MAJOR** revenue-maker for the City of Dallas . . . Dynamic tool for business and industry . . . Important customer-source for downtown salesfolk . . . Large-scale Dallas area supply purchaser . . . Focal point for growing seven-figure payrolls . . . Meeter and greeter of world-renowned visitors . . . Colorful factor in the past and present of local aviation history:

That's private aviation at Love Field in 1954, a year destined to see this strong but little-understood phase of flying make significant new contributions to the fame and fortune of Dallas' convenient municipal airport.

Throughout the nation, cities and airports — and the men who control their destinies — are awakening to the true range and scope of America's business skyfleet, bidding to outdo one another in

tries for its patronage. Meantime, Dallas holds the enviable position as the country's No. 1 crossroads for such aircraft, with a close-in airport ideally suited to the big private planes' operation and with an airport history in which such flying has written many a vital page.

Because business-owned aircraft today are "airlines" in basic technical equipment and mission, airport management throughout the land is conscious that these sleek planes are as much a part of the progressive aviation picture as are the great commercial airlines themselves. As a matter of fact, there are 10,000 such planes flying the U.S. sky lanes at the present time — almost 10 times the total domestic airline aircraft and capable of seating 5,000 more persons. Many are identical in type and design (Convairs, DC-3s) with commercial airlines and practically all carry

the latest radio gear and instrumentation needed for safe bad weather and night flying and demanding the usage of airports like Love Field where instrument landing facilities are available full-time. The majority are flown by professional pilots, most with many thousands of hours in the air as airline or military skippers.

Other facts provided by the National Business Aircraft Association of Washington, D.C., show that the nation's business airplanes last year logged more hours than did the scheduled airlines — 3,250,000, compared with 2,625,000 by the airlines. This was done with the amazing safety record of less than 0.5 fatalities per 100,000,000 miles flown.

Such flying is misunderstood (or not understood at all) by the average ground-bound person for the reason that most, when thinking of private aviation, think

**A 30-ACRE RAMP** and six Love Field buildings allow S.A.C. to host Dallas' multitude of private flying visitors.





**FORD OFFICIALS**, Secretary of Defense Charles Wilson and G.M. President Harlow Curtice and wife are among the many prominent visitors who arrive on S.A.C.'s Love Field ramp.

of the puddle-jumping lightplanes seen buzzing about the outskirts of almost any American city on a balmy Sunday afternoon. Business flying's surge to the front has been so methodical and yet so rapid that, in a sense, it has "sneaked" up on John Q. Public, as well as on many an official in public office charged with a community's aviation future.

It hasn't "sneaked" up on industry, though. Corporations large and small in every corner of the country have turned to the modern, scientifically-equipped private plane as an economical, swift, comfortable, and safe means to transport high-salaried executives; to get both men and materials to destinations off scheduled airline routes and without regard for the clock, and to beat competition to important sales. Business organizations today have an investment of nearly \$200,000,000 in their own "private airlines and have been spending almost \$75,000,000 a year keeping their aircraft in tiptop spit-and-polish condition. These companies include most of the industry's famous names — names like Ford, General Motors, Standard Oil, Sears Roebuck, Fuller Brush, the Texas Company, and hundreds of others similarly well-known and respected.

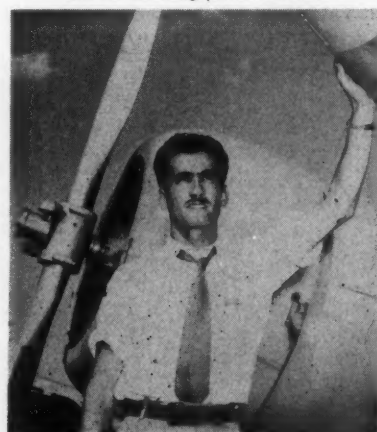
At Love Field alone, more than 100 larger single-engine and multi-engine planes are based by Dallas companies, with a total aircraft value in excess of \$6,000,000. Scores of others, principally single-engine craft, are based at outlying airports like Highland Park and White Rock. It is at Love Field, though, where the vitality and importance of the picture may be most clearly viewed. Here, with the latest available C.A.A. statistics showing the nation's highest volume of private plane traffic, the names on the colorfully-painted business aircraft on any given day read like a veritable industrial "Who's Who."

The geographical location of Love Field has a lot to do with it. But another

major factor is the presence there of Southwest Airmotive Company, a sprawling all-over-the-airport maintenance base specializing since 1932 in meeting the discriminating service requirements of America's business airplane owners. S.A.C., as the industry knows it, was founded primarily to cater to the aircraft operated by the oil industry which continues to be its top customer and which, now owns more planes than do all the U.S. airlines (Oil Daily, November 16, 1953).

In one of Southwest Airmotive's six buildings at Love Field, two oil companies have leased space to create their own passenger lounges and aircrew offices, including Clint Murchison's Delhi Oil Corporation with its four big twin-engine planes. On a 30-acre concrete ramp, the company fulfills its job as private flying's biggest airplane filling station, last year pumping 3,500,000 gallons into 8,000 airplanes from each of the 48 states and from many points in Canada and Latin America. On one weekend, there were 250 airplanes on the firm's ramp from 15 states and three foreign countries.

**MEXICAN AIR FORCE** hero, Colonel Radames Gaxiola, looks over Southwest Airmotive's facilities for servicing private aircraft.



S.A.C. officials say they don't always know the exact identity of their customers, but that they do know "whoever they are, they're important — else they wouldn't be riding in corporation aircraft." Among those names the firm did know in past months are John Foster Dulles, Secretary of Defense Charles Wilson, Governor Allan Shivers, Gene Autry, Arthur Godfrey, U.S.A.F. Chief of Staff Nate Twining, President Harlow Curtice of General Motors, Executive Vice President Earnest Breech of Ford, and many others.

Simultaneously, the S.A.C. engine overhaul shop, which has just undergone a \$250,000 expansion, overhauls business airplane powerplants; the aircraft, instrument, radio, and propeller shops completely rebuild and convert aircraft to business-owner specifications and perform both major and minor repair work, and the company sales division distributes parts and supplies to other maintenance bases and to commercial airlines.

Southwest Airmotive also contracts engine overhauls for the Air Force, refuels a number of commercial airlines, and services transient military planes (including the latest jet fighters.)

Southwest Airmotive employs nearly 400 skilled persons in its 215,000-square-foot six-building Love Field plant, with a \$1,250,000 annual payroll, and with Dallas area supply purchases approximately \$1,000,000 a year. The firm's last-announced gross sales figure pushed \$6,000,000.

As the city's second largest Love Field tenant (Braniff is first), Southwest Airmotive will put approximately \$50,000 directly into municipal coffers this year in building rental, ad valorem taxes, and 3-cents-per-gallon gasoline tax.

S.A.C. is owned by three native Texans — Harlan Ray, president; Winston Castleberry, vice president in charge of service, and George W. Jalonick, III, vice president in charge of sales.





**DALLAS SALES EXECUTIVES** Club named Leonard Green, left, "Salesman of the Year" for 1953 at the club's sixth annual dinner. Presenting the award to Mr. Green is Leo Shoemaker, president of the host organization and Dallas district manager for National Cash Register Company.

## Leonard Green Named Top Salesman of 1953

**L**eonard M. Green, president of the Dr. Pepper Company and chairman of Cotton Bowl Athletic Association, has been named the "Dallas Salesman of 1953."

The award, given each year by the Dallas Sales Executives Club, was presented to Mr. Green at the Club's sixth annual dinner at the Adolphus Hotel. Among the honored guests present for the ceremonies was Mayor R. L. Thornton, recipient of the first "Salesman of the Year" award in 1948. Mayor Thornton welcomed out-of-town visitors to the city and officially opened the dinner program.

In addition to the presentation of the "Salesman of the Year" award to Mr. Green, who also is president of the Dallas chapter of the American Red Cross, the Sales Executives Club honored 21 leading salesmen, as chosen by their respective Dallas companies.

Seventeen of the "star salesmen" honored were Dallas men. And the lone non-Texas plaque winner represents a company with its national offices in Dallas.

In announcing that Mr. Green was the year's top salesman, Sales Executives Club President Leo Shoemaker said the award was based on Mr. Green's "contribution to the civic and business advancement of Dallas." Mr. Shoemaker pointed out that

Mr. Green heads an organization "which has more than 2,000 salesmen and almost 400 local bottlers across the country."

The 1953 award winner also was termed by Mr. Shoemaker as "equal" in stature with those men chosen in past years. Other "Salesman of the Year" award winners besides Mayor Thornton include Stanley Marcus, Ben H. Wooten, D. A. Hulcy and Tom Braniff.

The rapid rise of Mr. Green, now 45 years old, to positions of responsibility in the business world was outlined in presenting the award. Mr. Shoemaker traced

Mr. Green's career from his days as student manager of the Baylor University football team, through his training and sales work for the Texas Company where he received his first promotion in less than a year and on through his promotions into the executive ranks of the company. Mr. Green started with the Texas Company in 1930 and by 1938 was promoted to division manager.

In 1947, the Texas Company moved Mr. Green to Chicago as assistant general manager of the company's sales department for the Midwest. Seven months later, he came back to Dallas as vice president in charge of company-operated plants for Dr. Pepper Company. Less than two years later, he was named executive vice president and a director of Dr. Pepper and was made company president in 1950.

His election as chairman of the board of the Cotton Bowl Athletic Association and as Dallas chapter president, American Red Cross, occurred within two months of each other. Mr. Green has served the Cotton Bowl as a director for six years and as president in 1951, and moved into the Red Cross chapter presidency from the post as chapter secretary.

In addition to his duties in these positions, Mr. Green is a trustee of Baylor University; chairman of the board of Greenhill School, which he helped found, and a director of the Dallas Symphony Orchestra; the Virus Research Foundation of America and of the Greater Dallas Planning Council. He also is active in the work of the Y.M.C.A., Community Chest, Boy Scouts and the Dallas Salesmanship Club.

Under Mr. Green's guidance, the Dr. Pepper Company has enjoyed continued sales increases each year since 1950. In 1951, consolidated sales for the company jumped 15 per cent above 1950, and the 1952 total was 23 per cent higher than that for 1951.

**600 SALESMEN ATTENDED** the annual dinner of the Sales Executives Club at the Adolphus. Twenty-one of them were presented plaques for outstanding sales work during 1953.



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## STATEMENT OF CONDITION

DECEMBER 31, 1953

### RESOURCES

Cash and Due from Banks . . . . .	\$194,876,668.62
U. S. Government Securities . . . . .	107,082,386.79
U. S. Government Agency Securities . . . . .	13,316,890.66
State, Municipal and Other Securities . . . . .	5,781,874.14
Stock in Federal Reserve Bank . . . . .	1,500,000.00
Loans and Discounts . . . . .	278,133,496.55
Bills of Exchange and Commodity Loans . . . . .	26,218,077.62
Real Estate—New Building and Equipment . . . . .	14,892,219.63
Acceptances—Customer's Account . . . . .	16,776,975.46

**TOTAL . . . . . \$658,578,589.47**

### LIABILITIES

Capital . . . . .	\$24,000,000.00
Surplus . . . . .	26,000,000.00
Undivided Profits . . . . .	6,018,518.21

Reserve for Monthly Dividend,  
Payable Jan. 2, 1954 . . . . . 240,000.00

Reserve for Contingencies . . . . . 4,814,770.05

Reserve for Taxes, Etc. . . . . 4,152,095.19

Acceptances—Customer's Account . . . . . 16,776,975.46

### Deposits:

Individual . . . . .	371,989,854.33
Banks . . . . .	190,963,896.01
U. S. Government . . . . .	13,622,480.22
<b>TOTAL . . . . .</b>	<b>\$576,576,230.56</b>

**TOTAL . . . . . \$658,578,589.47**

Assets of the Republic National Company are not included in the above statement.

### DIRECTORS

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WIRT DAVIS, II  
Investments  
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President  
R. B. GEORGE  
President, R. B. George Equip. Co.  
HAMLETT HARRISON  
Exec. V.-P., Trinity Univ. Ins. Co.  
J. M. HIGGINBOTHAM, JR.  
Higginbotham-Bailey Co.  
RALEIGH HORTENSTINE  
President, Wyatt Metal &  
Boiler Works  
J. C. KARCHER  
President, Concho Petroleum Co.

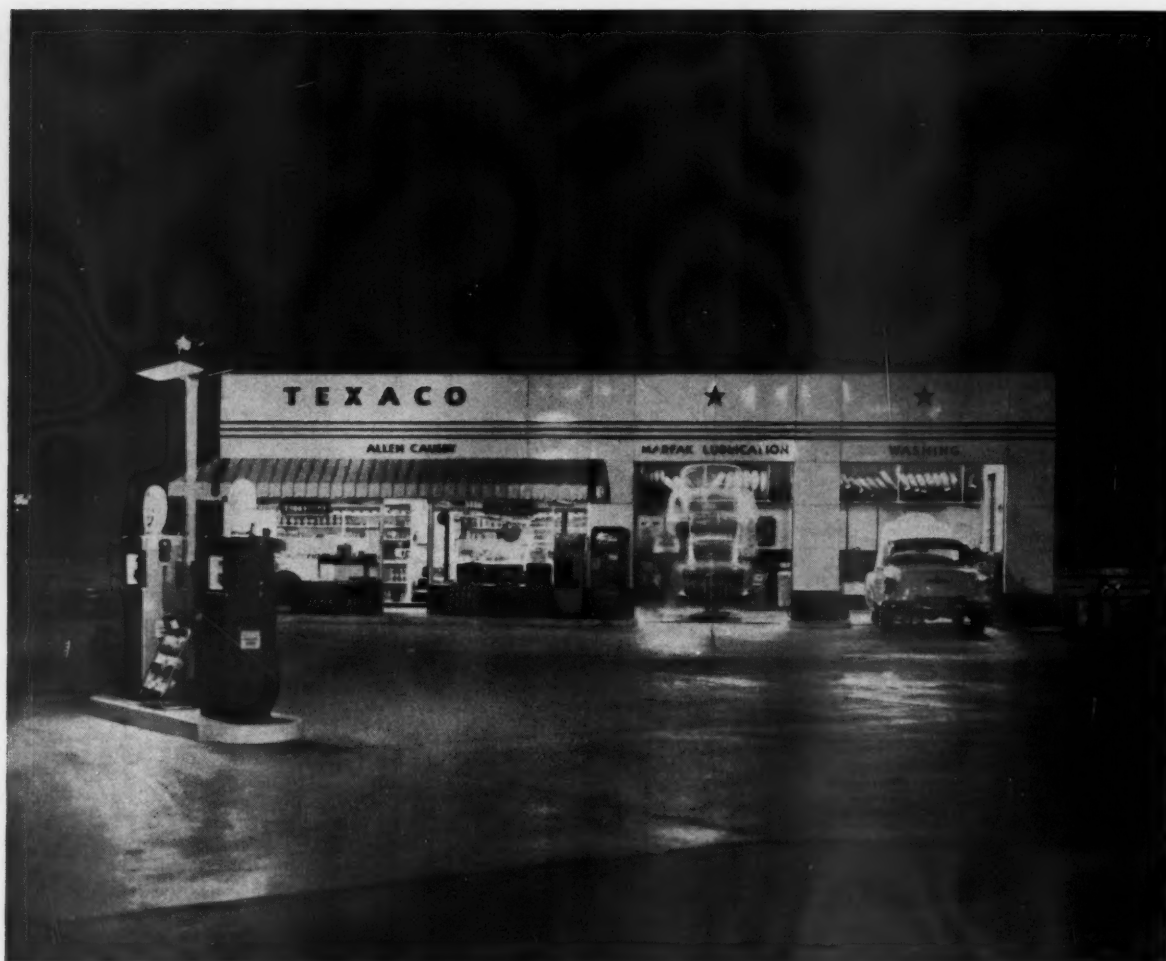
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President, Texas Power & Light Co.  
B. F. McLAIN  
President, Hart Furniture Co.  
LEWIS W. MACNAUGHTON  
President, DeGolyer &  
MacNaughton  
STANLEY MARCUS  
President, Neiman-Marcus Co.  
HOMER R. MITCHELL  
Chairman, Texas Employers  
Insurance Association  
CHARLES R. MOORE  
President, Austin Bridge Co.

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President, Pearlstone Mill &  
Elevator Company  
GEORGE HARVEY PENLAND  
Chairman, S. W. Drug Corp.  
LAWRENCE S. POLLOCK  
President, Pollock Paper Corp.  
J. W. SIMMONS  
President, Simmons Cotton  
Oil Mills  
R. L. TAYLOR  
Vice-Pres., Sears, Roebuck & Co.  
JOE C. THOMPSON  
President, Southland Corp.  
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### Dallas Area Air Industry Workers Cited

Al Harting, right, chairman of a recent Dallas Advertising League program on the fiftieth anniversary of powered flight, presents Airpower Achievement Awards to four representatives from aircraft plants in the Fort Worth-Dallas area. Awardees are Walter Barling, Consolidated Vultee Aircraft Corporation; Walter Skory, Chance Vought; Dayton Alt, Bell Aircraft Corporation, and John C. Hawkins, Temco Aircraft Corporation. Mr. Barling, a native of England, designed and built this country's first heavy bomber, a giant six-engine triplane, 30 years ago. Mr. Skory, Finland born, is a graduate of the Russian Imperial Naval Academy and helped Igor Sikorsky make his first helicopter. Mr. Alt has been in aviation since 1927 and works in the Bell supersonic research aircraft program. Mr. Hawkins has designed gas turbines and helped develop wartime fighter planes during his 31-year career in aviation.

### Southwestern Life Promotes Three Investment Members

Three members of the investment department of Southwestern Life Insurance Company have received recent promotions.

H. H. Skaggs was named manager of the farm and ranch loan division; Tom E. Sargeant was advanced to manager of the city loan division, and Jacob Schwartz to supervisor of the investment department.

Mr. Skaggs has been in the mortgage loan business in Dallas since 1933 and with Southwestern Life since 1947. Mr. Sargeant has worked in mortgage loan firms for 24 years. Before joining Southwestern Life he was secretary and treasurer of the Mortgage Corporation of Texas and is a former president of the Dallas Mortgage Bankers Association.

Mr. Schwartz has been with Southwestern Life in the investment department since 1933.

### G.E. Moves Components Headquarters to Dallas

The Trumbull Components division of the General Electric Company has moved its headquarters to a new 7,000-square-foot building at 2024 Farrington in the Trinity Industrial District. The firm was formerly located in Houston.

From the Dallas headquarters, safety switches, load centers, service entrance equipment, panel boards and busways will be shipped throughout Texas, Florida, Alabama, Mississippi, Louisiana and southern New Mexico.

John J. Dapolita, general contractor, owns the building. Bill Chamberlin has been transferred from Houston as warehouse superintendent.

★

**Fur Store Opens.** A fur store, Norene's Shop, has opened at 1505 Elm. The store will be one of several operated through the South by B. H. Stecker.

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#### TEXAS SPECIAL

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Lv. Highland Park - 6:18 pm

#### THE BLUEBONNET

Lv. Dallas Union Station 9:20 pm  
Lv. Highland Park - 9:28 pm

PHONE:  
Prospect 0311



LEADING WORKERS on the Chamber's membership committee received Dr. Peppers and Texas grapefruit last month. John Smith receives his award from Del Murray as A. P. (Pop) Harrison gets his from Joe Golman of the Goodman Produce Company.

## Chamber Starts 1954 With 30 New Members

AFTER setting a new membership record in 1953, the Chamber begins the new year with the following firms as new members:

**Mills Brokerage Company**, Post Office Box 2853; R. C. Mills, owner.

**Pioneer TV and Radio Service**, 1808 South Edgefield; Vernon H. Cassteel, owner.

**A and A Picture Frame Company**, 2600 Oak Lawn; Jerry L. Mattox, owner.

**Harlan C. Davis**, general manager, G. E. Major Appliance Division, 1801 North Lamar.

**Electrical Log Service**, 1305 Commerce; H. Lee Pierce, owner.

**Butcher Electrical Service**, 4232 Herschel; W. Ernest Butcher, partner.

**R. Howard Chamness Company**, 139 Payne; R. Howard Chamness, owner.

**Reeves Photo Sales**, 2108 Irving Blvd.; Walter A. Reeves, owner.

**John Butera**, attorney, 912 Republic Bank Building.

**Burns-Friedman Company**, Merchandise Mart; Fritz Marberger, manager.

**Bekins & Bauerle Letter Service**, 714 North Ervay; Muriel V. Bekins, owner.

**Bill Weatherford Insurance Agency**, 2403 Bryan; Bill Weatherford, owner.

**Gosho Cotton Company**, 605 Cotton Exchange Building; T. Nishikawa, president.

**Edward B. Ballou & Associates**, 5204 Junius; Edward B. Ballou, president.

**The Brown Company**, 514 Second Unit Santa Fe Building; Raymond LePlante, Southwest representative.

**United Insurance Company**, 830 Gibraltar Life Building.

**Victor M. Govers**, sales representative for Texas Envelope Company; 9533 Tarleton.

**Machine Products Company**, 5206 Harry Hines; Warren B. Mims, president.

**Clower Electric Company**, 619 South Akard; Ray Williams.

**Byrne Commercial College**, 113-B West Main, Grand Prairie, Texas; Mrs. Frances Cockrell.

**Centex Construction Company, Inc.**, 4606 Greenville; Tom Lively, president, F. G. Lippitt, F. G. Lippitt, Jr., Ira L. Rupley.

**W. E. Killion**, contractor, 2022 Farington.

**National Farm & Land Development Company**, 1526 Fidelity Union Life Building; Allan H. Morris, director.



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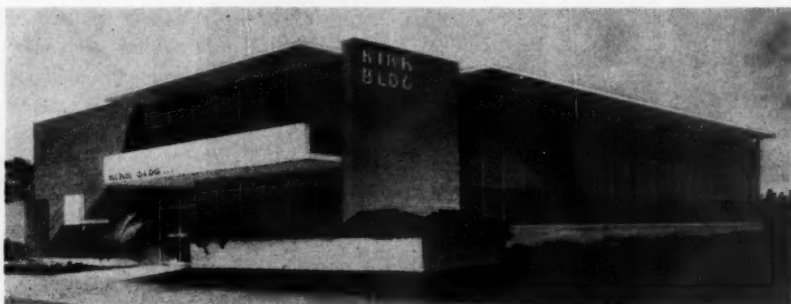
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### Haughton Addition Under Construction

This 6,000 square-foot of addition to Haughton Brothers Printers, 3116 Commerce, is now under construction. The new structure will provide a total space of 16,500 square feet, half of which will be used for office space and half for plant expansion. An employee-customer parking lot is provided immediately behind the plant on Canton Street.



### Plans Completed on Kirk Building

Plans have been completed on the Kirk Building and construction will begin soon at Central Expressway and Oliver. The building, to house offices of the Kirk Dial Company, will have about 12,000 square feet of space and parking area for 30 automobiles. It will be completely air-conditioned with recessed lighting fixtures and acoustically treated ceilings. Architect of the building was George L. Dahl. Purchase of the site was handled by Pete Hawk of Henry S. Miller Company, realtors, who will be leasing agents for the building.

**Life Company Formed.** The Security Standard Life Insurance Company has been formed with offices in Dallas, beginning operation with more than \$3,330,000 in insurance in force. Home offices of the firm are at 2817 Maple, and regional offices are located in Fort Worth, Wichita Falls and San Antonio. The company, recently chartered and licensed by the state of Texas, began operation with a capital of \$100,000 and a surplus of \$200,000.

★

**Title Office Opens.** American Title Company of Dallas has opened a new office in the Jefferson Tower Building, 351 Jefferson. The new office in Oak Cliff will issue policies through affiliates having capital and surplus of more than \$750,000.

**Firm Establishes Office.** The Dobbs Truss Distributing Company has established western division offices in the Southwestern Life Building. The office will serve Dallas by retail and states by wholesale. The firm operates in Texas, Oklahoma, Kansas and New Mexico. Dr. F. N. Reynolds will be in charge of the Dallas office.

★

**G. M. C. Gets Storage.** The G. M. C. Truck Division of General Motors Corporation has acquired 13,000 square feet of storage space at 3010 Factory Street. The move was made to allow the corporation to store and protect equipment from weather while enroute from the factory to the dealer. Negotiations were handled by Jim Moran of Hudson and Hudson, realtors.

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**BINSWANGER & COMPANY** of Dallas collaborated with George Edwards, architect, and Bramlett & Montgomery, contractors, in furnishing Mirawal, Brasco store-front metal, and Libbey-Owens-Ford plate glass. The result: an attractive, fresh, face-lifted building in Dallas' busy market district.

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### Associated Federal Adds Second Dallas Hotel

The new 80-unit Miramar Hotel on the Fort Worth Cut-Off near the Hampton Road business district, is Dallas' second Associated Federal hotel. The hotel is under the management of Glen H. Lane and J. C. Baldwin is resident manager. A rambling, buff brick structure, the hotel features a swimming pool

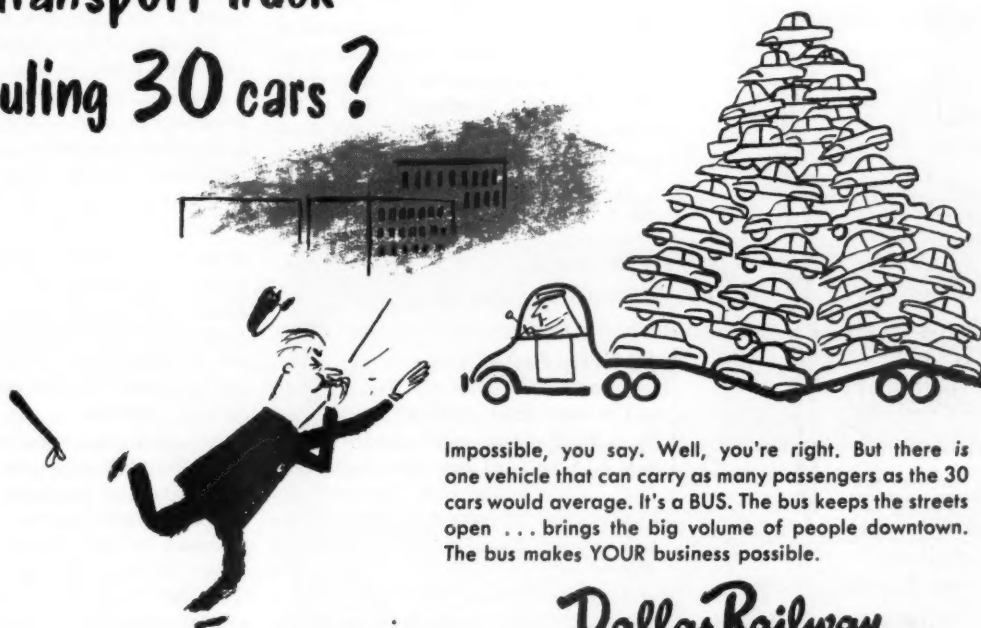
and offers parking facilities for 75 cars at the rear and end of the building. William Reed was architect of the new hotel. The Associated Federal Hotel Group which also owns Cliff Towers, has hotels in New Mexico, Oklahoma and Arizona as well as Texas. John B. Mills is managing director of the group.

**Architects Merge.** Two Dallas Architects, David R. Braden and Harold W. Jones, have announced their association in the firm of Braden and Jones, with offices at 100 Glass. Both Mr. Braden and Mr. Jones are members of the Texas Society of Architects and the American Institute of Architects.

**Opens Gardening Store.** Victor Lawns and Gardens at 2303 Abrams Road has been opened by Victor C. Allen, former Dallas real estate operator. Besides handling a complete line of lawn and garden supplies, the store will offer some greenery and a special line of gift items.

**Rominger Moves.** The Rominger Advertising Agency has moved its offices to Suite 1307, Kirby Building in Dallas. The agency formerly occupied offices in the Southland Building Annex. The firm handles public relations, advertising and press relations for industries and institutions of Dallas and the Southwest.

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Our 64 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

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 507 North Ervay Street



**ED MAHER, PRESIDENT** of Ed Maher, Inc., looks over congratulatory messages received on the anniversary of his fortieth year of association with the Ford Motor Company. Looking on is son, Martin Maher, vice president and secretary of Ed Maher, Inc.

## Ed Maher Completes 40 Years With Ford

**ED** Maher, president of Ed Maher, Inc., has completed 40 years of association with the Ford Motor Company — making him one of the real veterans of the widespread Ford family.

Henry Ford, II, present president of Ford, was only 10 years old in 1913 when Mr. Maher joined the company as manager of the Dallas parts department. Later Mr. Maher became service manager of the Ford plant here, leaving in 1919 to become a partner in Leveille-Maher Ford Agency in Ranger.

In 1930, he returned to Dallas to establish a firm in Oak Cliff, which in 1941 was moved to its present location at 420 North Harwood.

Mr. Maher estimates he has sold be-

tween 40,000 and 50,000 cars and trucks in his 40 years with Ford. In March, 1940, he set a national and international sales record for the company when he disposed of 309 new units in a single month.

Henry Ford gave Mr. Maher credit for originating the idea of the Ford Merchandising School, Dearborn, Michigan. Three of his sons, all Ford Dealers, have been graduated from the school.

His sons, Tom and Louis Maher, are principals in Maher Brothers, Inc., Oak Cliff Ford dealership, and Martin is associated with his father as vice president and secretary of Ed Maher, Inc.

One of the newly-elected vice presidents of the Dallas Chamber of Commerce, Mr. Maher is a director of the Dallas Community Chest, Dallas Crime Commission, Downtown Club and American National Bank. He is also a member of the board of managers of the City-County Hospital.

Mr. Maher was honored in 1950 when Pope Pius XII designated him a Knight Commander of the Order of St. Gregory the Great. Last October he was further honored by being made Knight of the Order of Pius IX. He is president of Catholic Charities of Dallas and has served as chairman of a number of church fund drives.

**Ad Notes Dallas.** In a full page advertisement in *The Saturday Evening Post*, and several other national publications, Santa Fe Railroad gives mention to the new 48.5 miles of new road being built from Dallas to the main line north of Denton. The ad says the new trackage will provide direct mainline service to shorten time and mileage for passengers and freight between Dallas and Chicago and points in Oklahoma, Kansas and the Midwest.

## Chamber Members Devoted to Assignments

THE Dallas businessman dozed fitfully as the DC-6 droned through the night. His schedule meant he would get much less than his normal quota of sleep. But the 8 a.m. appointment in Washington had to be kept. It might have a great influence on Dallas' future development.

Spending his night on the airplane, paying his own expenses to Washington and back, and giving his time without any thought of compensation, the businessman was typical of many members of the Dallas Chamber of Commerce.

Committeemen and other members of the Chamber devoted incalculable hours of their own time to community work during 1953. If travel were involved, they paid their own expenses in a great majority of instances. In all probability, 9 out of 10 gave the matter no thought: it was just part of what it takes to get the job done — the Dallas job.

There is no way of estimating the money involved in such volunteer services. But informed sources say that if Chamber members had to provide the cash for the time and non-reimbursed expenses of capable volunteer workers, the Dallas Chamber's budget would have to be hiked several hundred thousand dollars a year.

★  
**Receives Advertising Award.** Best Motor Lines, Inc., has won a national award from the Direct Mail Advertising Association for its 1953 blotter series featuring the company's mascot, "Bemli-the-Roadrunner." Certificates of merit were awarded Mary C. Cahill, creator of "Bemli" and the campaign; Margo Pisillo, commercial artist; William Wagley for John A. Scott, typographers; John K. Caddell, Continental Engraving Company, and Herbert Stellmacher of Stellmacher and Son, printers.

★  
**Export Firm Forms.** The Tasko-Caribbean Export Corporation, which was recently organized in Dallas, has opened offices at 4530 Central Expressway. Operating through six representatives and 44 dealers and distributors throughout the Western Hemisphere, the firm will distribute aircraft instruments and parts, building and construction materials, automotive air conditioners and farm machinery.

★  
**Agency Moves.** Taylor-Norsworthy, Inc., advertising agency, has moved its offices to the Trinity Universal Building, 820 North Harwood.

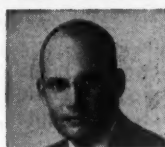


## TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space . . . based on time and motion studies. See our display.



**THE DORSEY COMPANY**  
DORSEY BUILDING • DALLAS



## WILLARD CROTTY INSURANCE

Chartered Property and Casualty Underwriter  
Thomas Bldg. • Dallas, Texas • Phone RA-8427

## Investment Bankers



DALLAS ★ TEXAS

NO MATTER YOUR LIFE INSURANCE NEED

*there's a Southwestern Life policy  
to meet your requirements*

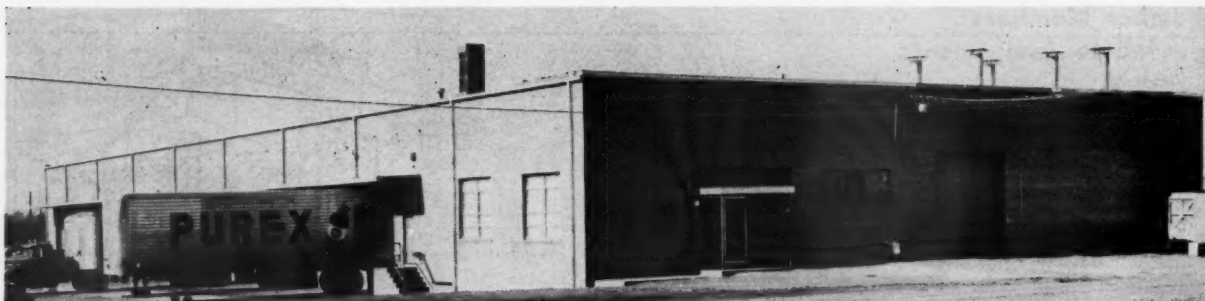
FAMILY PROTECTION • BUSINESS LIFE INSURANCE  
GROUP LIFE INSURANCE  
ANNUITIES • PENSION PLANS

**Southwestern Life**  
*Insurance Company*

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS





### Purex Corporation Occupies New Plant on Storey Lane

The Purex Corporation, Ltd., has recently moved to its new one-story building at 2929 Storey Lane. Comprising 25,000 square feet, the new structure is situated on a four-and-one-half acre tract which is served by the Missouri-Kansas-Texas Railroad. Designed by Jacob E. Anderson and Purex engineers, the building was constructed by McFadden and Miller. Bill Campbell, Jr., of Moser Company, realtors, handled lease

negotiations on the property, which is owned by Trammel Crow. The new plant will hold twice as much merchandise as the firm's former plant on Denton Drive. Purex Corporation opened its first plant in Dallas in 1946. Manufacturers of liquid and dry bleaches and a detergent, the company also has plants in California, Georgia, Louisiana, Missouri, Tennessee, and Washington.

**Casualty Branch Opened.** The Great National Fire and Casualty Company of Waco has opened branch offices in the I.C.T. Group Building, Commerce and Ervay. The firm was organized in August when it assumed the reinsured accounts of Great National Lloyds of Waco. James T. Valentine, vice president and director of the company, will manage the Dallas office.

★

**Feed Firm Formed.** A new firm to handle feed ingredients and allied products, Johnson-Strader Company, has opened offices at 225 North Denton Drive in Farmers Branch. The firm will also deal in vitamins, antibiotics, concentrates and proteins.

**Moves To Dallas.** Interstate Battery System has moved from Fort Worth to a new building at 1618 Manufacturing Street in the Trinity Industrial District. It is distributor of Champion and Fleet-Start batteries through Central-South states. Firm general manager is John Searcy and the building is owned by I. Kaplan and Sol Minzer, who were also general contractors.

★

**Opens Regional Office.** The New York Life Insurance Company has opened a regional office building in Dallas to serve a 14-state area. The office is part of an expansion program by the company and a move to decentralize sales management departments.

**Battery Firm Builds.** The Interstate Battery System has moved its headquarters from Fort Worth to a new location at 1618 Manufacturing Street in the Trinity Industrial District. The building is owned by Sol Minzer and I. Kaplan, who also were contractors. Negotiations were handled by Harry J. Garrett and Company.

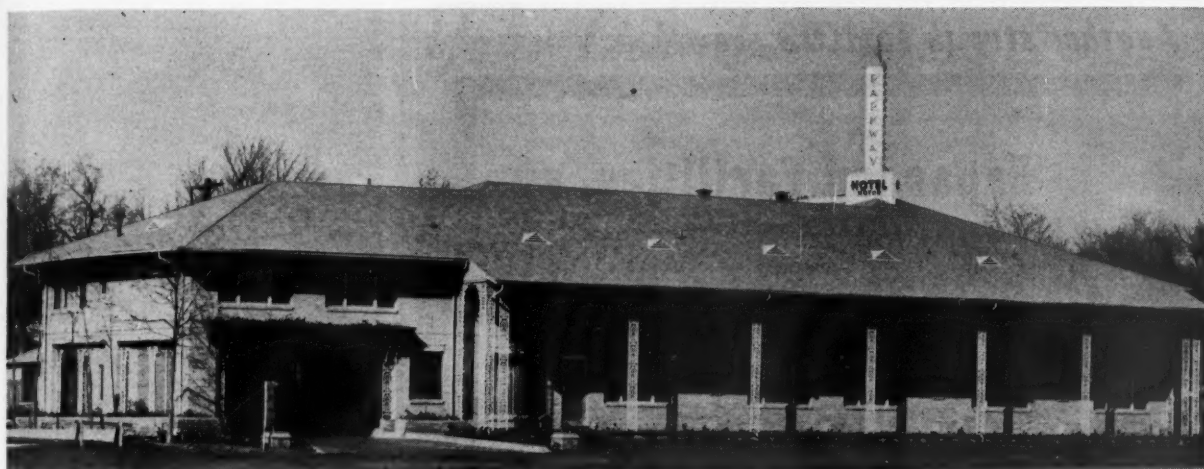
★

**Wastex Opens Office.** The recently organized Wastex Trading Company has completed remodeling of its offices at 1807 Laws and has begun operations. The firm, with 11,000 square feet, purchases and sells used clothing. Negotiations for the building were handled by Jim Moran of Hudson and Hudson.

# HOISTING JOB?



## CALL TEXAS DELIVERY SERVICE ST-4444



### Central Expressway Hotel Represents \$250,000 Investment

The recently opened 37-room Parkway Hotel on North Central Expressway at Lee Street, represents a \$250,000 investment. Built to meet the general requirements of design set up by the City Plan Commission, the structure is a blend of Spanish mission style and New Orleans French Quarter

architecture. Air-conditioned and heated through central units, the hotel includes a bath for each room and a small cafe that caters to room service. The hotel is owned by a corporation which includes Marion Fooshee and James Cheek, architects who designed and constructed the building. Marshall Matson is the third owner.

**Wilhide Divides Services.** An increase in the volumes of sales, designing and planning of custom-built furniture and equipment for public buildings, banks, libraries and hospitals has led the Wilhide Equipment Company to divide its services into two companies. The new firms will be known as the Wilhide Equipment Company, Inc., and the Wilhide Engineering Corporation. Charles A. Wilhide will act as chairman of the combined boards of both companies and E. G. Sparkman will be president of both firms.

**Planning Firm Forms.** Gill and Willis, a firm specializing in airport consultation, has been formed in Dallas with offices at 1913 San Jacinto. The company will offer services in connection with airport planning, engineering and management. Partners in the new firm are Grayson Gill and C. Leyton Willis. Mr. Gill, Dallas architect, is a principal in the firm of Gill and Harrell and Associates. Mr. Willis is an engineer, pilot and former chief of the planning branch, airport division, for the Civil Aeronautics Association's Fort Worth regional office.

**Service Firm Opens.** The C-P Letter Service, 2519 McKinney, has opened for business. Owners, Mrs. D. H. Plackard and Mrs. Catherine Lord said the firm would specialize in addressing, mimeographing, multigraphing and autotyping, and will handle press releases, publicity and mailing lists. The company also is staffed to handle merchandising assistance, the planning of commercial promotions, local and statewide publicity and complete convention service, the owners said.

• FIRE • CASUALTY • SURETY

**FELIX HARRIS & CO.**  
*Insurance*

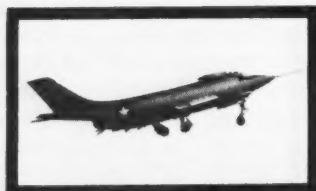
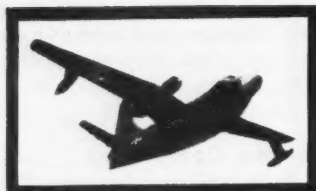
RIO GRANDE BLDG., PACIFIC AT FIELD  
PR-8228

• FELIX HARRIS • BEN HARRIS • REX HARRIS • BILL CARTER



**Another step in TEMCO's growth:**

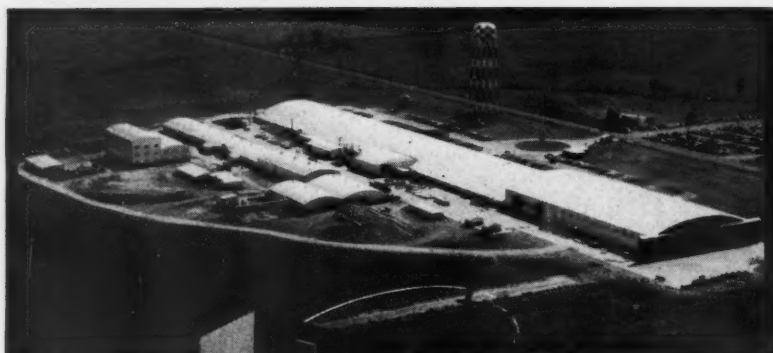
## **Expanded Facilities for Aircraft Subcontract Work**



At Garland, Texas, 27 miles from TEMCO's main plant and headquarters at Dallas... and 40 miles from the company's overhaul and modification center at Greenville, Texas... is TEMCO's wholly-owned subcontract facility — TEMCO-Garland.

Here an 18-month plant expansion program has recently been completed. The new additions and improvements increase plant area 80 percent... enabling TEMCO-Garland to meet increasing demands for aircraft subcontract work of *high quality, on schedule... at lowest possible cost.*

Typical examples of current vital aircraft defense work by TEMCO: Major components for the Consolidated B-36, Martin P5M Marlin and the McDonnell F3H Demon.



**DALLAS, TEXAS**

**Plants at: DALLAS • GARLAND • GREENVILLE**



### **Heads Sigma Delta Chi**

George Haddaway, editor of *Flight* magazine, is the recently elected president of the Dallas professional chapter of Sigma Delta Chi, journalism fraternity. Other new officers include Horace Ainsworth, first vice president; Joe Hughes, second vice president; Russell W. Bryant, vice president at large; Jack Rolf, secretary; John Sidney Smith, treasurer. New directors are Ted Maloy, Wayne Gard and Alan T. Myers.



### **Car Dealers President**

John A. Hine, president of Hine Pontiac Company, has been elected president of the Dallas New Car Dealers Association. Other members of the executive committee elected were D. L. Johnson and Carl Sewell. Mr. Hine, who opened his present agency in 1950, is a 16-year veteran of the automotive business.

★

A Dallas realtor, HOWELL H. WATSON, was elected vice president of the Society of Industrial Realtors, an affiliate of the National Association of Real Estate Boards.



## Skyscrapers, Factories Lead 1953 Progress

**T**HE signs of Dallas' progress were there for everyone to see during 1953: new skyscrapers, new factories, new warehouses, new retail stores and shopping centers and street after street of new homes.

In cold statistics, the story was equally impressive:

**EMPLOYMENT:** A new peak (October 1) of 308,660 workers, 76,605 in manufacturing and 232,055 in non-manufacturing. For the first time since World War II ended, Dallas' manufacturing employment exceeded the wartime peak (when one plant alone was employing nearly 40,000 workers). The year's 668 new businesses plus the expansion of existing businesses, created a total of 9,610 new jobs in 1953.

**PAYROLLS:** For the second consecutive year, the Dallas metropolitan area payrolls exceeded the "magic figure" of one billion dollars annually. The current annual payroll rate is estimated at \$1,113,645,000—up 8.5% over 1952.

**NEW FACTORIES:** Total for the year, 68. Leading classifications: machinery, (except electrical) 12; printing and publishing, 8; chemical and allied products, 7; fabricated metal products, 7; apparel and other finished fabric products, 6; food and kindred products, 5; lumber and wood products (except furniture), 3; paper and allied products, 3.

Other new businesses: 174 in wholesale trade; 146 in retail trade; 15 in transportation, communications and other public utilities; 84 in finance, insurance and real estate; 153 in business, personal and professional services; 22 in contract construction; and 6 in mining (including oil and gas producers).

**CONSTRUCTION:** Construction contract awards (F. W. Dodge Corporation reports) totalled \$162,235,000 in metropolitan Dallas during the report year. Awards were classified \$94,038,000 residential, \$68,197,000 non-residential.

★

**Firm Leases Building.** C. and H. Supply Company, manufacturers of music systems for homes, has moved its headquarters into a new building in the Trinity Industrial District. The new brick building at 1620 Manufacturing Street houses manufacturing facilities, warehouse space and air-conditioned offices. The firm is owned by H. J. Hemmer and John Collins. Owners and general contractors for the building are I. Kaplan and Sol Minzer. Harry J. Garrett and Company negotiated the lease.

## Your Chamber Offers...



### List of 1954 Conventions Now Available

A list of conventions, sales meetings, civic, sports and cultural activities and other major gatherings in Dallas in 1954 has been released this month by the Convention Department of the Chamber. The schedule lists the date of the meeting, the man in charge of the event and his address, and the number of people expected to attend. Z. E. Black, manager of the Convention Department, compiled the list. Above, Miss Connie Sherman, executive secretary of the Dallas Hotel Association, checks the calendar with the schedule prepared by Miss Katherine De Lee of the Convention Department. Chamber members may obtain copies of the list by writing or calling Miss De Lee at 1101 Commerce, PR-8451.



### Republic National Bank Names Vice Presidents

John R. Sears, left, and Walter Brogdon have been promoted to vice presidencies and 12 other associates have been advanced by the Republic National Bank. James W. Keay and E. E. Monteith, Jr., have been named assistant vice presidents. Others, all elected assistant cashiers, were Robert Carl Atkins, Frank Fields, David Grimes, Richard Harrell, James Hemmingson, Rex Johnson, C. E. Kay, William M. Reed, II, Haiz Webb and Tom Wren.

**CHAUNCY M. DEPEW:** "There is no accomplishment which any man can have which will so quickly make for him a career and secure recognition as the ability to speak acceptably."



CLYDE C. STEWART

For years every attempt I made to talk before a group was a dismal failure. I neglected the necessary training and evaded my responsibilities. Finally I could not bear the agony any longer and enrolled in the Master 15 Weeks Course in Effective Speaking and Human Relations of the Personal Efficiency Institute. I now enjoy getting on my feet, organizing my thinking and effectively saying to any group what I want to say.

(Signed) CLYDE C. STEWART, *Vice-President*  
Joe Hoppe & Co., Commercial Refrigeration  
4102 Live Oak, TA-9193, Dallas, Texas



DALES YOUNG FOSTER

The Master 15 Weeks Course in Effective Speaking and Human Relations given by the Personal Efficiency Institute is an unusual and practical approach to building leadership ability. It has been of enormous value to me, and I have seen a great many men and women develop an amazing ability in public speaking and human relations during their 15 weeks training in this course. The Master 15 Weeks Course is certainly worth many times its cost.

(Signed) DALES YOUNG FOSTER, *Architect*  
4607 March Avenue, EL-4069  
Dallas, Texas



BRICE L. PETERS

The training in positive thinking and leadership ability I received from the Master 15 Weeks Course in Effective Speaking and Human Relations given by the Personal Efficiency Institute gave me the courage to establish my own lumber brokerage business. The public speaking training in this course is very valuable to me in conducting sales meetings and addressing other groups. I have recommended this Course to many lumbermen and every one of them is elated over its benefits.

(Signed) BRICE L. PETERS, *Lumber Broker*  
P. O. Box 9691, FA-1093  
Dallas, Texas

## LEARNING TO SPEAK EFFECTIVELY

The ability to think on your feet and speak effectively is the road to courage, poise and self-confidence. With the assistance of our well-trained and thoroughly experienced staff of instructors it is not difficult for the ordinary, average man or woman to become a dynamic citizen and a leader in his community. People already effective in speaking and leadership ability gain greater power through the training in our MASTER 15 WEEKS COURSE in Effective Speaking and Human Relations.

### THIS TRAINING WILL HELP YOU IN

Speaking Ability • Self Confidence • Personal Popularity  
Earning Power • Ability to Handle People • Better Memory  
Improving Human Relations • Leadership Ability

Those who hesitate get left behind. Those who boldly accept opportunity when it comes are the ones who achieve happiness and the better things of life. The Master 15 Weeks Course in Effective Speaking and Human Relations prepares ambitious people to meet opportunities with self-confidence and genuine ability. Phone me today for enrollment information.

*E. C. House*

DIRECTOR GENERAL

## PERSONAL EFFICIENCY INSTITUTE

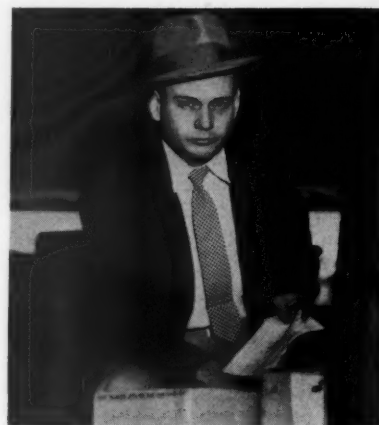
A TEXAS INSTITUTION

500 2nd Unit Santa Fe Building • Phone RA-7309 or TA-9712



### Chamber President Visits

John S. Coleman, president of the Detroit Chamber of Commerce and president of the Burroughs Adding Machine Company, visited Dallas this month as the first speaker on the John E. Owens Memorial Lecture series. He was sponsored jointly by the Dallas Council on World Affairs, Southern Methodist University and the John E. Owens Memorial Lecture Foundation. He also addressed a businessmen's luncheon at the City Club with Fred F. Florence, Ben H. Wooten and H. N. Mallon as hosts.



### Named Freight Chairman

J. McConaughy of Central Freight Lines, Inc., has been named chairman of the Dallas O.S.D. Claim Prevention Conference, starting its third year. The conference, composed of 31 commercial freight trucking firms, meets every month to discuss claim problems. John J. Haynes of the Southwestern Transportation Company was named co-chairman of the group and Mrs. Mickie Fryman, of Luper Transportation Service, was re-elected secretary.



### Named Committee Chairman

Leslie H. True, president of Magnolia Pipe Line Company, Dallas, has been elected chairman of the Committee for Pipe Line Companies. The committee is a voluntary association representing 98 per cent of the companies in the interstate pipe line carrier industry.



### Heads Apparel Club

Lou Pedrolie has been elected president of the Southwestern Men's Apparel Club and assumed office at the S.W.M.A.C.'s market this month. Ernie Booher, also of Dallas and former president of the club was named chairman of the board of directors. Other Dallas men named officers of S.W.M.A.C. are William Cohn, secretary and Richard Albert, treasurer.

★

Five certified public accountants in the Dallas area have been elected to membership in the American Institute of Accountants. New members are JOHN MARTIN DAVIS, DANIEL W. HITT, ALVIN A. TRUSSELL, BRUCE DREXEL UTGARD and WILLIAM S. WYMOND, JR.

DALLAS • JANUARY, 1954

## creative design

### A Tension "Plus" To Make Your Envelopes More Compelling!

Let Tension put "personality" in your envelopes through the use of creative design. Our large staff of experienced artists know how to make envelopes sparkle. They know the secrets of envelope illustration that make your mail "stand out"—arouse interest and bring back replies. They know how to design envelopes to package your products for fast identification and rapid turn-over.

In addition to this outstanding service—Tension offers "Tension Inventions": Envelopes tailored specifically to do new, unusual jobs . . . or old jobs better!

**TENSION ENVELOPE CORP.**  
(See the ad below.)

## TENSION INVENTIONS

ENVELOPES To Save You Labor, Speed Service, Help Prevent Mistakes!

### This is "BOUND" To Get Results!

A Tension Envelope Combined with Detachable Order Blank To Bind in Your Catalog

(You can even trim it with the pages!)

Now your order blank and return envelope can be part of your catalog! Bind them with your catalog. Trim them with your catalog. The straight edges of the "Book-velope" guide through a stitching machine easily. The distinctive "setback" seams eliminate one thickness of paper . . . keep your catalogs from "bulking up." You'll discover the "Book-velope" is easier for you to use . . . easier for your customers to use. They appreciate the security a fully-sealed envelope provides when sending their payment. If you sell through a catalog . . . you'll want to see a sample of the "Book-velope." Write for it today!

**TENSION ENVELOPE CORPORATION**  
Fort Worth 12, Texas 5900 East Rosedale Phone: LOCKWOOD 8311  
In Dallas Call Riverside 3049 310 Southland Life Building Annex





## FACE THE *New Year* with confidence

A well-planned, up-to-date Southland Life Insurance Program will enable you and your family to face each New Year with confidence.

Examine your present Life Insurance Program. It may not be adequately and properly designed to meet your future needs. The Southland Life Insurance Company Representative in your community will be glad to check your program and give you the benefit of his technical knowledge and training!

ASSETS OVER \$158,000,000  
Insurance in Force Over \$790,000,000  
Paid to Policyholders and Beneficiaries  
Over \$110,000,000

## SOUTHLAND LIFE INSURANCE COMPANY

"Serving Since 1908"

HOME OFFICE • DALLAS, TEXAS

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

**DESIGNERS AND MANUFACTURERS OF QUALITY  
STORE, OFFICE AND BANK FIXTURES SINCE 1922**

## Adleta Show Case & Fixture Manufacturing Co.

*You'll be satisfied if it's an Adleta installation*

1914 Cedar Springs — Dallas 1, Texas

Phone PRespect 7576

## Redbird

(Continued from Page 15)

1. Reservation of space for possible terminal requirements.
8. Utilities are or will be available at the site adequate to support such a development.
9. A concurrent development of the west side of the field for airport-based industry is feasible and highly desirable if an effective demand develops.

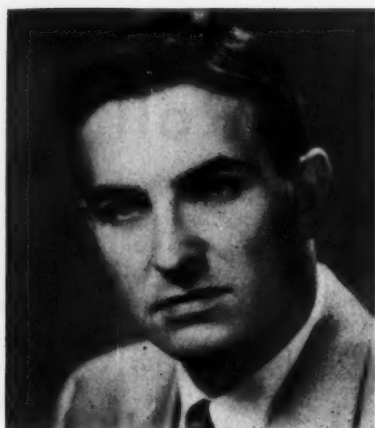
The consultants recommended that the City of Dallas implement Phase I of the master plan in this program of action:

1. Acquire property needed for the ultimate development.
2. Initiate discussions with the Civil Aeronautics Administration looking toward early establishment of instrument operations.
3. Initiate action to establish reasonable zoning protection.
4. Initiate action looking toward ultimate rerouting of Westmoreland Road.
5. Publicize the availability of land at Redbird for airport-based industry.
6. Undertake these physical improvements:
  - a. Widening, strengthening and extension to 4,450 feet of the north-west-southeast runway with related taxiways.
  - b. Paving to a length of 3,800 feet the north-south runway with related taxiways.
  - c. Installation of runway lights.
  - d. Provision of ground space for 40 individual hangars.
  - e. Provision of ground space for the initial 250-foot unit of a large executive aircraft hangar.
  - f. Provision of related roadways and utilities.

The American Institute of Accountants has announced the election of four Dallas certified public accountants to committees of the group. They are: OSA F. ALEXANDER, governmental accounting; GEORGE D. BOONE, membership; WAYMON G. PEAVY, federal taxation on current legislation and FLADGER F. TANNERY, public relations.

★

**Accountants Move.** King, Latham, Stults and Company, accounting and evaluation engineers, has moved to 6415 Hillcrest. Bolanz and Bolanz handled leasing negotiations. The building contains 2,000 square feet of air-conditioned floor space and is owned by Lynch, Lynch and Watson.



#### Edits Oil Publication

R. W. Taylor has been named managing editor of *Petroleum Technology*, Dallas trade magazine issued by the petroleum branch of the American Institute of Mining and Metallurgical Engineers. Mr. Taylor will also serve as assistant executive secretary of the petroleum branch. He recently left military service after serving as a writer of technical manuals for the Chemical Corps and in the public relations division of the U.S. Air Force.

★

The Commercial Rabbit Breeders of Texas, Dallas County chapter, has named the following officers: W. O. STEVENS, president; N. C. HILBURN, vice president; AUTHOR BECK, secretary; D. B. HARVEY, treasurer, and L. L. SLOAN, LOUIE GOODMAN and F. G. ROSENHEIMER, directors.



JAS. K. WILSON invites you to meet Buck Lattimer of their second floor Men's Slack Department. Buck has recently been appointed manager of this department and his experience qualifies him to serve you well.

Advertisement

PARKING  
1  
MILE

**NEXT  
TIME  
CALL  
A  
CAB!**

**NATIONAL CITY BANK**  
*of Dallas*

MEMBER  
F. D. I. C.



ELM AT ST. PAUL  
CAPITAL AND SURPLUS  
\$2,000,000

R. R. GILBERT, Chairman • DeWITT RAY, President

# Additional Chamber Members Join Revaluation Honor Roll

WITH more than 1,000 Chamber members already participating, the following firms have been added to the Honor Roll of companies increasing their support of the Dallas Chamber of Commerce:

## Building Trades

EVERY MAYS, *Chairman*  
GABLE ELECTRIC SERVICE  
TEXAS BITULITHIC CO.  
SEWALL PAINT & VARNISH CO.  
WYATT C. HEDRICK  
TRINITY PORTLAND CEMENT CO.  
CONSUMERS SUPPLY & PLUMBING CO.  
PABCO PRODUCTS, INC.  
FRASER BRICK CO.  
THOMAS Y. PICKETT & CO.  
TEXAS CONSTRUCTION CO.  
WHITTLE CONSTRUCTION CO.  
R. B. STOVALL CO.

## Aviation, Transportation and Utilities

W. W. OVERTON, JR., *Chairman*  
AMERICAN AIRLINES, INC.  
AMERICAN EXPRESS CO.  
CENTRAL FREIGHT LINES  
CHICAGO, ROCK ISLAND & PACIFIC RAILWAY CO.  
COTTON BELT RAILROAD  
DAL-TEX AVIATION, INC.  
DELTA C & S AIRLINES  
FT. WORTH & DENVER RAILWAY  
FRISCO LINES, INC.  
H. R. WHITING DBA KCS — I & A RAILWAY COMPANIES  
JOHNSON TRANSPORT CO., INC.  
JONES TRUCK LINES  
UNITED AIR LINES, INC.  
M & D MOTOR FREIGHT LINES  
SOUTHERN PACIFIC LINES  
SOUTHWEST AIRMOTIVE CO.  
STRACHAN SHIPPING CO.

## Advertising-Office Supplies Printing and Publishing

WILLIAM S. HENSON, *Chairman*  
ROYAL TYPEWRITER CO.

## Automobiles

CARL SEWELL, *Chairman*  
GOODYEAR TIRE & RUBBER CO.  
ADO-PHUS GARAGE, INC.  
DUNLAP SWAIN TIRE CO., INC.  
CONTINENTAL BATTERY MFG. CORP.  
GMC TRUCK & COACH DIVISION  
HIRSIG-FRAZIER CO.

## Professional

NETH L. LEACHMAN, *Chairman*  
CALLAWAY & REED  
E. H. CARY, JR.  
THE SAMUELL CLINIC  
DRS. KNIGHT & WARE  
DEE R. REEVES  
DRS. MOORE & KNICKERBOCKER  
DRS. BARTON & LoDUE  
W. B. CARRELL CLINIC  
W. H. SAVAGE

## Insurance

S. J. HAY, *Chairman*  
LEWIS GRINNAN CO.  
E. G. DEAN & CO.  
STATE FARM MUTUAL AUTOMOBILE INS. CO.  
REPUBLIC NATIONAL LIFE INS. CO.  
EMERSON DAVIS AGENCY  
HOWARD G. THRASH & SON  
SOUTHERN PROVIDENT LIFE INS. CO.  
U. S. FIDELITY & GUARANTY CO.  
RIO GRANDE INS. CO.  
ARTHUR OWEN CO.  
DAN KELLIHER

## Major Revisions

FRED F. FLORENCE, *Chairman*  
LEO CORRIGAN FORD MOTOR CO.

## General

R. E. ABERNATHY, *Chairman*  
DALLAS SEWING MACHINE CO.  
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# Young Men Going Places

## Ed Drake

By Robert Carl

**S**PIRITUALLY deep, mentally tall, and morally straight would best describe Ed Drake, rising young Dallas attorney, and president of the Dallas Junior Chamber of Commerce.

Ed is a young man going places because he is vigilant to the opportunities of serving others. By his own admission, his prime interests revolve around, "church, politics, and the Junior Chamber."

This young man, not yet 30, served as the convention chairman for the thirty-second national business conference of the United States Junior Chamber of Commerce. This event, held in Dallas a year and a half ago, is still vivid as the biggest conclave in Jaycee history and certainly one of the best. It brought into the city thousands of young visitors—a potential influence in tomorrow's markets. These same delegates, from all over the world, brought thousands of dollars to Dallas, and took back impressions that no publicity or promotion campaign could ever accomplish.

Ed worked day and night for over a year on this project simply because he enjoys working with people. Of course, it is not surprising that the Jaycees honored him with a special plaque of recognition for his outstanding direction.

Having traveled all over the United States in behalf of the Junior Chamber, Ed has reciprocally been recognized for his outstanding service record. When he first joined the Jaycees in 1949, Ed sparked a Hoover Report educational committee, and led an anti-hoarding campaign which gained publicity in newspapers all over the world. For this, his Americanism Committee was awarded first place over all other Jaycee clubs in the nation. The following year, he was elected to the Jaycee Board of Directors and again his committee—that year, Personnel—won another first place award. These awards helped the entire



ED DRAKE

Dallas club to be named the "most outstanding Jaycee organization in America."

Ed is a recipient of the coveted "Jaycee of the Month" award, and last year served as first vice president.

Undaunted in his pursuit of service, Ed believes, "everyone should take a very sincere interest in local, state and national government." He says the reason communism and socialism creep into government is because "the people with ability and thinking-minds don't take an interest in what's going on around them."

Last year, Ed served as the Dallas County Campaign Chairman of the Democrats for Eisenhower. He was also chairman of delegates when the Democratic party met in Amarillo in August, 1952. He is now a member of the Dallas County Democratic Executive Committee. He admits to being a "conservative" Democrat, but believes that Texas could develop a two-party system once the political issues were clearly defined.

Ed Drake, like thousands of other young boys was in the very middle of World War II. Leaving the University of Texas at age 19 where he was preparing for law school, Ed joined the Army Air Corps. The next year he was commissioned a second lieutenant, and assigned to the famous Eighth Air Force. As a heavy bombardment pilot, he began flying dangerous bombing missions over German targets.

With a fervor, Ed came back unscathed from the War, and enrolled in the law

school at Austin. Here he made the Dean's Honor Roll. Today, a dynamic speaker, Ed won first recognition as a member of the champion intra-mural debate team at the University.

In the spring of 1949, Ed received his LL.B. degree and passed the Texas State Bar exam. On his return to Dallas, he started practice with the law firm of Biggers, Baker, Lloyd and Carver.

Working in the same building where Ed's law office was located was a former law school classmate. Jack Brady was at the time associated with the trust department of the Republic National Bank. The two got together, and in 1952 hung out their own shingles and became known as the Brady and Drake law firm. The office is located in the Wilson Building and has accrued many clients including several corporations of which Ed serves as an officer and/or a director.

Ed Drake, although firmly established in his own business, and having rendered immeasurable service to people all over the world, would never hold himself up as the criterion of success, yet he has certain principles to which all people could adhere:

1. Be enthusiastic in what you do.
2. Learn to like people.
3. Sell yourself.
4. Be determined, and work hard.
5. Be more interested in the service you give, than the dollar you get.

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## Assists Factory Manager

Vernon N. Ferguson, Temco Aircraft Corporation's chief industrial engineer, has been elevated to assistant factory manager of the company's Dallas plant. Mr. Ferguson left a faculty position at the University of Texas two years ago to join Temco. He will be succeeded as chief industrial engineer by William N. Rathbun, former general supervisor of industrial engineering.



## Heads Litho-Krome Sales

Jack West is now in charge of Litho-Krome sales for Southwest Printing Company, Roy Cowan, president announced. Formerly a Texas division manager for a lithograph company specializing in color, Mr. West is a member of the Dallas Advertising League and the Dallas Sales Executive Club.

★

The dean of Southwestern Medical School of the University of Texas, DR. GEORGE N. AAGAARD, has been elected to membership in the executive council of the Association of American Medical Colleges.



### Heads Dairy Board

J. R. Temple, president of Oak Farms Dairies, Inc., has been promoted to chairman of the board of directors. Succeeding Mr. Temple as president will be Herbert E. Hartfelder. The company operates manufacturing plants in Dallas and Fort Worth and distributing plants in Waco, Temple, Austin, Longview and Paris. Mr. Temple, a former mayor of Dallas, has been president for a number of years. Mr. Hartfelder formerly was vice president and general manager of Oak Farms.



### Food Dealers President

Harold E. Briggs, Dallas food broker, has been installed as president of the Allied Food Dealers Club of Dallas. Others installed include Lance Tarrance, first vice president; Charles G. Cullum, second vice president; Oscar T. Murray, secretary, and Fred F. Alford, treasurer. In addition to the officers, the executive committee includes J. D. Simril, Campbell Smith and Ralph Tinkle.

★

The newly-formed adhesive products department of Swift and Company will be handled by L. E. GRIEVE.

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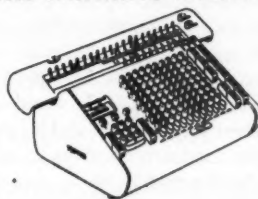
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**Miller-Beer Firm Moves.** The Miller-Beer real estate firm has moved to a new location at 6710 Snider Plaza. The firm, which deals in residential and commercial real estate, property management and rentals, was formerly located at 6609 Hillcrest.

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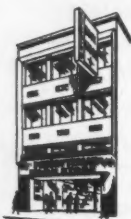
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## Distributing and Marketing Aids Electronics Center

**T**HE Dallas-Fort Worth Area is by far the largest electronics distributing market in the Southwest. Nine major Dallas distributors, and more than 20 manufacturers' agents who make their headquarters in Dallas constitute the major source of supply for the electronics industry in the Southwest.

A tremendous part of the volume of this industry is based on the service needs of radio and television broadcasting and reception—but the phenomenal development of electronics during the past quarter century and particularly since World War II has widened the electronics market into staggering proportions and into a multiplicity of technical items.

Today more than 500 manufacturers of electronic items move some or all of their products through electronics parts distributors. A sidelight on this complicated distribution picture is the fact that one major Dallas distributor has a catalogue of some 200 pages, both sides of which are completely filled. The average electronics distributor stocks close to 50,000 different items including thousands of complex devices in addition to such better known items as tubes, batteries, relays, condensers, resistors, rheostats, meters and various types of electronics equipment. In the matter of tubes alone there are well over a thousand different types used in radios, communications and industry, in addition to transistors now revolutionizing the industry.

Working very closely with the dealers and with the industries served by this highly technical industry are the manufacturers' agents who serve both the dealers and individual industrial firms. This situation clarifies rather than complicates the competitive picture, and in this industry the lines of service seem to be very well defined and understood. For instance, large shipments of electronic supplies go direct from the manufacturers to aircraft manufacturers. On the other hand the distributor usually has on hand stocks of all supplies for emergency use. There seems to be a very definite understanding and well defined lines of the functions of distribution in this group and close teamwork between the manufacturer, manufacturers' representatives and distributors.

The ramifications of radio distribution in Dallas may be gauged from the fact that customers range from "ham radio operators" to the largest industries in the Southwest. And the "ham" market is by no means infinitesimal.

Major customers include the aircraft industry, radio and TV broadcasting stations, the airlines, airports, railroads with two-way radio communication, truck lines, geophysical laboratories and exploration crews, office machines (including computers and recording equipment), intercommunication systems, hearing aids and a range of industrial and consumer products that are increasing every day as a result of advances in the industry.

### Electronics

(Continued from Page 11)

company which ranks among America's major manufacturers of electronic communications equipment.

Dallas' electronics manufacturing center has evolved from its world leadership in seismological explorations for the oil industry. The first electronics manufacturing came as a logical evolution when the Navy called upon Geophysical Services, Inc., during World War II to develop and produce anti-submarine warfare devices. Geophysical's electronics know-how, previously confined to world-wide explorations for new oil fields, enabled the Dallas company to do an outstanding job during the war.

In the postwar era, the demand for

G.S.I.'s help continued. Finally, the electronics phase of the business grew to such volume that an affiliated company, Texas Instruments, Inc., was organized to handle electronics research and production assignments. Now, Texas Instruments has grown into an operation employing more workers than the original organization, Geophysical Services, and G.S.I. is now a subsidiary of Texas Instruments.

The other two electronics manufacturing firms which were actually born in Dallas have equally interesting histories. Varo Manufacturing Company at Garland in Dallas County was organized, immediately after the war ended, by an ex-college professor and one of his most brilliant radar students, and has grown into an organization of more than 300

workers. Continental Electronics is a manufacturing enterprise established by one of the nation's outstanding firms of communications consultants.

The fourth major electronics firm is Collins Radio Company, with headquarters in Cedar Rapids, Iowa. One of the leaders in the industry, Collins established its Texas division in Dallas in 1951.

In addition to the four major firms actually carrying on research and manufacturing operations, there are several important but smaller units of the electronic research and manufacturing. For

The limitations of space prevent detailed reference to all the companies in Dallas which are actively engaged in electronic research and manufacturing. For instance, Western Electric's large plant here, handling telephonic communication equipment, is engaged in one phase of electronics work. Each of the airframe manufacturers in the Dallas-Fort Worth area is becoming more and more involved in electronics.

The impact of electronic requirements in today's aircraft is so great that the accommodation of electronic gear has become a factor of basic consideration in the airplane's design.

Chance Vought Aircraft has established a large electronics department within its factory, and is doing a substantial volume of manufacturing of electronic components. Temco and other aircraft companies are also becoming deeply involved in both electronic engineering, research and manufacturing as related to their own airplane designs.

Like Texas Instruments, the Geotechnical Corporation of Dallas has gotten into the electronics field as an evolutionary step from its basic seismological exploration business. Geotechnical is doing highly classified electronic research, the nature of which it is not permitted to even suggest. It is also the manufacturer and sales agent for seismological station instruments to detect and record earth movement. The seismograph station recently installed at Southern Methodist University was produced by Geotechnical.

Among the other electronics firms in metropolitan Dallas are the Southern Electric and Transmission Company and the Hermetic Seal Transformer Company, both of which are engaged in production of components to support the electronics industry.

Minneapolis-Honeywell, a pioneer in electronic control devices, which has long had Southwestern sales and distribution headquarters in Dallas, recently established a relatively small engineering staff

(Continued on Page 48)

**Realtor Moves Offices.** T. V. Sedgwick, realtor, has moved to a new and larger office at 6607 Hillcrest. The firm, formerly located at 6619 Snider Plaza, specializes in Park Cities and Preston Hollow properties and industrial properties.

**Insurance Firm Moves.** Western States Mutual Life Insurance Company of Dallas has moved to new offices in the Reserve Loan Life Building, 505 North Ervay. The 4,000-square-foot suite houses the company's executive offices and quarters for general agents.



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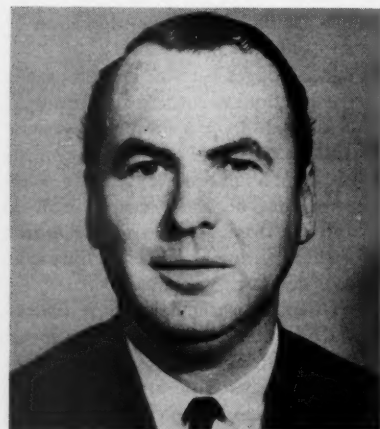
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**Press Club President**

Charles Dameron, Daily Times Herald reporter, has been elected president of the Dallas Press Club. Other officers named were Martha Cole, vice president; Clayton Sutton, treasurer, and Ernestine Adams, secretary. New directors are Faye Loyd, John Mazziotta, Robert Pinson, John E. King, Jr., and Jay Hogan. Sam F. Holmes, Jr., is a holdover director.




**Named Fashion Chief**

Frank Brogan has been named president of the Dallas Fashion Center. Mr. Brogan is a partner in one of the 47 firms which sponsor the center, an organization affiliated with the Dallas Chamber of Commerce. Elmer A. Abrams was named vice president and Joe Malouf, treasurer. Elected to the executive committee were Harry Akard, Ruth Fair, Max Feldman, Edward Gall, Allen Gold, Harlan Johnston, Dave Kohen, L. J. Lissauer, Ralph Raphael and Dewey Smallwood.

\*


Sanger Brothers has announced the appointment of four new divisional merchandise managers: RAY DRESSLAR, PAUL HENKEL, ALFRED ROTHCHILD and J. F. CHARTKOFF.

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### Heads Food Brokers

James E. Byrne of Womack-Byrne Brokerage Company was elected president of the Dallas Food Brokers Association for 1954. Others elected to office were A. J. Phillips, first vice president, Oscar Murray, second vice president; Harry Bemiss, secretary, and Jack Turner, treasurer.



### Chamber Division Manager

James G. Roberts, former manager of the Tulsa district office of the Chamber of Commerce of the United States, has been named southwestern division manager of the U.S. Chamber with offices in Dallas. Mr. Roberts, who joined the national Chamber's staff a year ago, succeeds William J. Bird of Dallas, who has been named manager of external affairs for the Chamber.

★

The executive secretary of the Dallas Council of Social Agencies, ROY E. DULAK, has been named to the national health and welfare advisory committee of Community Chests and Councils of America.

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### **Electronics**

(Continued from Page 45)

here to do classified work in airborne electronics.

Another important corollary to Dallas' growth as a manufacturing center is its leadership as a distributing market for electronic products. The same transportation advantages and other facilities which have made Dallas the Southwest's No. 1 distributing center for all types of goods have given the city a big lead in the electronics field. Several major wholesalers and distributors stock from 10,000 to 50,000 electronic items in their Dallas warehouses, available for immediate shipment to manufacturers, retailers and service establishments throughout the Southwest.

Perhaps the most important thing that can be said about Dallas' electronics industry is that the head of each of the four major firms is happy that his enterprise is located in Dallas.

"We chose Dallas as the one community of all the communities in the United States, in which our manufacturing business should be located," says James O. Weldon, president of Continental Electronics. "The last seven years have confirmed our good judgment."

J. G. Flynn, Texas Division manager of Collins Radio, has seen his operations grow from two employees in 1951 to nearly 1,400 today. He has seen the Texas Division assume responsibilities for all of Collins' sales activities and for its world-wide field service organization.

"This couldn't have been accomplished anywhere except in a city like Dallas—and right off the bat I can't think of another city just like Dallas," Mr. Flynn says.

And Austin Stanton, the ex-college professor who started Varo Manufacturing Company in one side of his garage, and now has more than 300 employees, says that his company's success is due to "the enthusiasm, ingenuity and determination of the men and women we have recruited right here in Dallas."

Each of the executives believes that Dallas has just begun its development as an electronic center. Each believes that other units of the electronics industry, both the firms which would support their operations and the companies which would be directly competitive to the existing plants, will be interested in coming to Dallas. Each of them has offered to assist the Dallas Chamber of Commerce in an aggressive effort to bring other units of the industry to the Dallas metropolitan area. As one of them explained it, "the more electronics firms there are in Dallas,

the easier it will be for all of us to get the engineers, the specialized skills, the components and the subcontracting sources that we need."

The electronics industry, important as it is to the military services, is no war baby. Each of the Dallas companies is pointing to the day when its volume of strictly commercial business will outweigh its military business. Each of the leaders in the industry is optimistic about the new applications of electronics which promise increasing diversification and stability for the manufacturing firms in Dallas. They foresee everything from a gadget which will bake a potato, from the inside out, in a matter of seconds, to atomic energy applications which can revolutionize modern living conditions.

Dallas' attractions for the electronics industry are summed up by the heads of the firms already here:

An unexcelled supply of intelligent labor, capable of quickly learning the skills required, with a deep-rooted pride in doing good work.

A community environment which encourages pioneering effort.

Good technical schools, whose graduates prefer jobs at home, and no longer have to go North or East to find employment.

A central location, equally accessible from the existing concentrations of electronics firms and other industries on the East and West Coast and in the Great Lakes region.

This area's rank as the second most important aircraft manufacturing center, since airborne electronics equipment will obviously continue to be one of the major factors in the industry.

Superior transportation facilities which give the electronics manufacturers good shipping and travel connections from Dallas to any part of the world.

**Specialty Shop Opens.** Jacque's, a specialty shop featuring wearing apparel and accessories for large and hard-to-fit women, has opened at 6110 Luther Lane. L. H. Greenberg and his son and partner, J. M. Greenberg, will operate the new business.

★

**Jefferson Renamed.** Dallas' 35-year-old Jefferson Hotel has been renamed Hotel Dallas and is being operated by the Morton Investment Company. The firm has spent \$175,000 in renovating the hotel and now plans to completely air-condition the building and construct an auto entrance and new lobby featuring high-speed automatic elevators.



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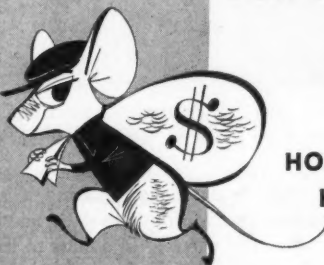
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# Irene Martinez McBryde

By Roy Johnson

**A**BOUT two decades ago, a North Dallas High School trigonometry teacher gave his class the assignment of going to White Rock Lake and returning with the dimensions of a wooden bridge which then spanned the east end of the lake.

No doubt the instructor realized the assignment was a difficult one, but he probably thought no student would have less difficulty with it than Irene Martinez, an honor student throughout her school life.

But for Irene, one of the most popular leaders in school, the assignment called for a family conference. No young, unmarried girl could go so far from home without an escort, her father announced. Irene could go, he said, but her mother, two sisters and five brothers must go along.

Such was the sheltered family life from which Irene Martinez emerged after graduating from high school and completing a course at the old Metropolitan Business College. She went to her father and announced she was ready to go to work in the family restaurant, the El Fenix at 1608 McKinney.

But Mike Martinez would hear nothing of his daughter working. A woman's place was in the home, he said. And that was final — or so he thought.

The young girl could take shorthand at 125 words a minute and type 77 words a minute. She took the first step of her own in her life the following day by applying for, and landing a secretarial job in a law office.

Somehow, she convinced her father that there was a place for a woman in business, but he was convinced also that if his daughter was to work it would be in the family institution, the El Fenix.



IRENE MARTINEZ MCBRYDE

Irene quit the law office and started a life as a hostess in the restaurant. Rapidly she began to learn the business.

Eager to prove that her father's decision to let her work was a wise one, Irene set her goal at bringing in customers. She was sure that if she could get the customers in the door, the fine food and courteous service would bring them back again and again.

She studied customers like she studied her textbooks in high school. What do they want in a restaurant? What would please them more? she would ask herself as she greeted the people at the door.

Soon she had a plan. She had learned that most customers liked to be known and liked to be recognized. They appreciated a hostess or waitress who knew what they liked and how they wanted a particular dish prepared. They wanted a personalized service, she decided.

Irene hit upon a scheme that would not cost the growing organization much, yet would give the customers something no other restaurant in Dallas, or Texas, offered.

By now married and rearing a son, Irene Martinez McBryde took on another task when she enrolled in a class to learn the almost lost art of Spencerian penmanship. Through long and tedious hours she practiced her clear, fragile scroll until it came naturally to her.

Today she has a mailing list of more

than 5,000 persons in Dallas and nearby cities. During the yule season each of these customers receives a Christmas card from the El Fenix and the message on each is turned out laboriously in Irene's own fine handwriting.

In addition, she scans the newspapers daily for stories of business promotions and marriages. In a few days the young newly-weds and proud vice presidents find a personal congratulatory note in the mail.

Most of the notes to executives are acknowledged by mail and Irene has a prized collection of acknowledgements. Many of the newly-weds come in and personally thank the management for the notes they received.

The handwriting has become a trademark with El Fenix restaurants by now. All the checks written by Irene are in the delicate penmanship, which has proven troublesome to the company's bookkeeper.

Often Irene gets a phone call from the beleaguered man asking whether she has paid a particular bill. On checking with the payee, they usually learn that he failed to cash the check because he wanted to show it to friends or associates.

Irene Martinez McBryde now manages the El Fenix on McKinney along with two of her brothers. Two other brothers manage the restaurant at 120 East Colorado, which is rapidly proving as popular as the downtown location. The Oklahoma City El Fenix is operated by a fifth brother.



### Chamber Honors Dick Burnett for Championship

Dick Burnett, center, owner of the Dallas Eagles, was honored last month by the Athletic Committee of the Dallas Chamber of Commerce for winning the 1953 Dixie Series. Lank Majors, left, presented the award scroll while Tyree Bell, chairman of the committee, watched. Among baseball dignitaries attending the banquet were Paul Richards, manager of the Chicago White Sox; Dutch Meyer, manager of the Eagles; Pinky Higgins, manager of the Louisville Colonels, and J. Alvin Gardner, president of the Texas League.



### Y.M.C.A. Leaders Plan Membership Drive

Making plans for the annual Y.M.C.A. membership drive are the seven men who are top leaders of the campaign. Left to right are R. L. Thornton, Jr., city-wide chairman; M. E. Lee, chairman for Oak Cliff branch; Robert Allman, chairman for South Dallas; R. T. Behannon, Park Cities; Charles Storey, Camp Grady Spruce; J. L. Patton Jr., Moorland, and Horace Williams, Downtown Y. Goal of the drive is 11,025 new members for the six associations. Some 1,200 volunteers, men and women, are serving under the seven top chairmen in soliciting the memberships. The drive ends February 9.

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**Chance Vought President**

Frederick O. Detweiler, general manager of Chance Vought Aircraft Division of United Aircraft Corporation, has been named president of the new independent corporation, Chance Vought Aircraft, Inc. Others named officers are: Admiral H. B. Sallada, U.S.N. (Ret.), vice president; N. V. Turney, controller; B. W. Whitten, treasurer, and J. J. Gaffney, secretary. Mr. Detweiler is a director of the Dallas Chamber of Commerce.

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#### 1954 Campaign Chairman

Frank H. Heller has accepted the Dallas County Community Chest Campaign chairman's job for 1954. Mr. Heller, Dallas branch manager for Remington-Rand, Inc., will have the responsibility of raising more than \$2,000,000 to support the 37 agencies of the Chest which operate in 72 centers over the city and county.

★

**Southwest Builds Home.** The Southwest Corporation is building a new home at 1602 Proctor for the manufacture of metal screens and the installations of air conditioning and heating systems. The company, owned by W. A. Ehrich, Jr., and James E. Malone, is building the plant in an industrial area being developed by John F. Carssow. The structure will contain 4,800 square feet of floor space and is being constructed of concrete block with aluminum trim.

★

**Ceramic Firm Moves.** Trinity Ceramic Products, formerly at 146 Cole Street, has moved to larger quarters at 100 Howell in the Trinity Industrial District. Owners Edwin Davison and Dick Campbell, announce that the 7,125 square feet of floor space includes a class room for teaching dealers new methods of making and selling clay products.

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RI-5103

## Secretariat Opens Branch In Fidelity Life Building

The Secretariat, telephone-secretarial service firm, has opened a branch stenographic office at 432 Fidelity Union Life Building.

The firm, operated by sisters, Kathryn and Therese Haller, renders general secretarial services and telephone answering services.

Other services include reminding clients of business meetings, making travel and hotel reservations, maintaining order books and inventories, editing reports and speeches.

Telephone secretarial service will continue to be handled out of the firm's main office at 208 American Bus Building. Telephone dictation and other secretarial facilities will be available at both locations.

## Dallas College Announces Night Transport Classes

Dallas College, Southern Methodist University's adult division downtown, has announced a complete night school program in transportation and traffic management for the spring semester which starts this month.

The program evolved from courses in freight rate structures offered by the college for the past several years, and has been planned with the cooperation of the Dallas Transportation Club.

The course will extend over four semesters and provide basic training in rail, motor, air and marine transportation and traffic management, law, export and import traffic and practice and procedure before the Interstate Commerce Commission.

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### Promoted to Supervisor

Brents Broyles has been promoted to district supervisor of the northern half of Texas for Blue Cross-Blue Shield. In addition to his new duties, Mr. Broyles will continue as director of the Dallas area, which includes nine counties. Mr. Broyles joined the organization in 1946, shortly after leaving the Army. Before entering the service he was coach and physical education instructor at Seguin, Texas.



### Personnel Firm Moves

Callan B. McNeely, left, a psychometrician, and Dr. Bernard Hanes have announced the move of their firm, Personnel Research Consultants, to larger quarters. Formerly at 4338 Lemmon Avenue, the firm is now located at 2531 Carlisle. Mr. McNeely is a graduate of the University of Minnesota and Dr. Hanes is a graduate of Pennsylvania State College with a doctorate from Ohio State University.

\*

The American Insurance Company has elected P. H. (JOHNNY) JOHNSTON vice president of the accident and health division.



#### Heads Doctors' Group

Dr. George Launey has been installed in the office of president of the Dallas Academy of General Practice. Other new officers are Dr. R. G. Carpenter, president-elect; Dr. Richard B. Hartin, vice president, and Dr. Ben Barzune, secretary-treasurer. Chairman of the local academy's 1953 convention held in Dallas, Dr. Launey is vice president of the Texas Academy of General Practice.



#### Credit Managers' Head

G. G. Alexander, credit manager of Linz Brothers, has been elected president of the Dallas Retail Managers Association. Other officers elected were Wilson W. Whatley, first vice president; Steve J. Barrett, second vice president; John Stovall, treasurer; J. E. R. Chilton, Jr., secretary, and Chellie Sue Bragg, assistant secretary.

★

Named vice president and general manager of the newly-established Dallas branch of Admiral Distributors, Inc., was MARSHALL WELLS, former sales manager of the firm's Los Angeles branch.



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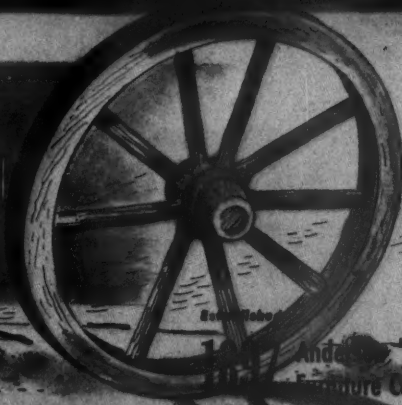
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# Dallas PIONEERS



MASS motor traffic was obviously not a pressing Dallas civic problem, as shown by the above photograph of the Houston Street viaduct, three decades ago. When this first Oak Cliff viaduct was opened for traffic in 1912, it was the longest concrete structure in the world. At that time Dallas County had about 5,000 registered motor vehicles. In 1925, this figure had jumped to the astounding total of 65,000. The previous year marked the fiftieth anniversary of Bolanz & Bolanz, one of Dallas' pioneer real estate firms founded in 1874 by J. F. Murphy and Chas. F. Bolanz. In the eighties as Dallas became the center of Texas land sales this firm maintained a complete map department making some of the earliest maps of Dallas and this section. Through the years this firm has had a part in developing many subdivisions and handled many real estate transactions both in downtown and residential property. It is interesting to note that in 1911, George E. Kessler, outstanding city planner of the period, recommended Trinity Flood Control, a civic center, wider streets, elimination of downtown traffic congestion, parkways and boulevards, and reclamation of the swamps between Dallas and Oak Cliff. Today—beginning its eightieth year—Bolanz & Bolanz is under the management of W. C. (Dub) Miller, who is also a city councilman. Today, the estimated car registration of Dallas County is more than 280,000 and the Houston Street Viaduct is only one of many traffic arteries that ties Dallas and Oak Cliff traffic together.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



57 Sanger Bros.  
In Texas  
Dallas Store in 1872

69 The Schoellkopf  
Company  
Manufacturers and  
Wholesale Distributors

72 Waples-Platter  
Company  
Selling Fine Foods

74 Bolanz &  
Bolanz  
Real Estate and Insurance

75 First National  
Bank in Dallas  
Banking

76 Trezevant &  
Cochran  
Insurance Managers

78 Mesher Steel  
Company  
Structural Reinforcing  
and Machinery Repairs

80 William S.  
Henson, Inc.  
Printing and Binding

82 The Egan  
Company  
Printing, Lithographing, and  
Embossed Labels

83 Oriental Laundry  
and Cleaners  
Laundry, Cleaning,  
and Fur Storage

1887 Anderson  
Furniture Co.  
Dallas' Oldest Furniture Store

1898 The Flower  
& Nursery Co.  
The Southwest's Foremost Florists,  
Decorators, Nursery Landscape  
Service

1898 The Praetorians  
Life Insurance Service

1902 Cullum &  
Boren  
Red Fox Athletic Uniforms  
Wholesale and Retail Sporting Goods

1903 First Texas Chemi-  
cal Mfg. Company  
Pharmaceutical Manufacturing

1903 Republic Insurance  
Company  
Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

1906 Hesse Envelope  
Company  
Manufacturers of Envelopes  
and File Folders

1906 Geo. W. Works  
and Company  
Real Estate — Insurance

1907 Tennessee  
Dairies, Inc.  
Gold Seal Dairy Products

1910 Red Bryan's  
Smokehouse  
Barbecued Meats

1911 Graham-Brown  
Shoe Company  
Manufacturing  
Wholesalers

# DALLAS and DELTA-C&S are looking in the same direction



At the birth of flight, 50 years ago, only 7 out of 50 major cities lay outside the Boston-Milwaukee-St. Louis triangle. Today 20 of the first 50 lie beyond, and Delta-C&S serves 10 of these, Dallas among them, plus 7 more through interchange service . . . 17 out of the 20!

Delta-C&S' future, like that of Dallas, is linked to the expanding south and Southwest.

Such an important segment of our nation naturally looks to additional air transportation ties with Washington and New York, as did the Boston-Milwaukee-St. Louis triangle 50 years ago.



General Offices, Atlanta, Georgia



# The Power behind the New VOICE OF AMERICA!

*Continental's* giant Million Watt Transmitters now keep the Voice of Freedom ringing loud and clear around the globe



Here's big news  
of history in the making!

The new Million Watt Munich Transmitter, built by Continental Electronics of Dallas, is now challenging Radio Moscow on the frequency of 173 kilocycles, the most popular long wave radio band on the continent of Europe, according to a recent news dispatch by the United Press.

Continental engineering skill and technical "know how" have helped to make this achievement possible. Awarded a contract in 1950, the veteran electronics staff at Continental designed and built these unprecedented power plants... 20 times as powerful as the largest AM broadcasting stations in the U.S.A.!

In addition to the Munich station, two more Continental Million Watt Transmitters are also now operated by the Voice of America in the Pacific area on the standard broadcast band.

*Continental's* Super Power Transmitters are the largest and most powerful in the world!

The opening of the new, mammoth Munich station on August 15 marks an important milestone for the Voice of America in the long-waged battle of the airwaves between the United States and Soviet Russia. Now — millions of people all over Europe and behind the Iron Curtain — are listening intently to the Word of Freedom.

Continental is proud to take part in this vital American program, currently being conducted by the United States Information Agency to bring hope and enlightenment to the truth-starved peoples of Communist-dominated lands... and to assure that the Voice of America is not drowned out in a maze of electronic din and discord.

*For Broadcast Equipment above and beyond  
the usual standards... you can rely on*



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financing is adequate and that you enjoy maximum tax protection.

As every major or independent well knows, it takes planning to get production ...teamwork to make production "pay off." Talk over your plans with members of our Oil and Gas Department. You'll find their extensive experience and technical knowledge results in specialized help for you.

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